



Staying #1 in Buffalo, NY for over 2.5 years... and running

No secrets here, just a case study at how our rankings are STICKY making it hard for your competitors to sneak up on you!

Digital Media Agency SEO

Brand Promoted: Birchwood Digital

Result: #1 for most important keywords

Campaign: SEO

Time Frame: 6 Months

The Deliverables:

BUFFALO SEO #1 BUFFALO SEO EXPERT #1 BEST BUFFALO SEO 2017

The image shows a Google search interface with three search bars at the top. The first search bar contains 'buffalo seo', the second 'buffalo seoexpert', and the third 'best Buffalo seo 2017'. Below these are three columns of search results. The first column shows results for 'buffalo seo | Jewel Ghost'. The second column shows results for 'Buffalo SEO | Jewel Ghost'. The third column shows results for 'Best Buffalo SEO Services 2017 | Jewel Ghost' and 'Best SEO Tactics for Surgeons in Buffalo 2017 | Jewel...'. Below this is a larger search bar with the query 'best Buffalo seo 2017' and a magnifying glass icon. Below the search bar are tabs for 'All', 'News', 'Images', 'Videos', 'Shopping', 'More', 'Settings', and 'Tools'. Below the tabs, it says 'About 7,010,000 results (0.73 seconds)'. The first result is 'Best Buffalo SEO Services 2017 | Jewel Ghost' with a green link 'jewelghost.com/best-buffalo-seo-services-2017/'. The snippet reads: 'Best Buffalo SEO Services 2017 - Find out what's actually happening now with the SEO world and start to 10X your business today. You're going to love it.' The second result is 'Best SEO Tactics for Surgeons in Buffalo 2017 | Jewel...' with a green link 'jewelghost.com/best-seo-tactics-for-surgeons-in-buffalo-2017/'. The snippet reads: '10X your Business Today. Jewel Ghost presents: Best SEO Tactics for Surgeons in Buffalo 2017. Click to find out what you're missing! Thank you!'

There is a lot of myths in SEO and this is a case study within a case study to be honest. But put simply we decided to originally rank a website with horrible sounding name for an SEO agency (jewelghost.com) as number 1 in our local marketplace. In fact if you go to Jewelghost.com or even check out or google my business reviews, you'll still see actual customers thanking us for

our work completed back in 2017.

This website was more or less an experiment for us to debunk a lot of rumors of needing “exact match domains” to rank well online. (again, case study for another time)

But literally Jewelghost.com continued to rank #1 in Buffalo for our main keywords... until 2020 with virtually no ongoing link building. Today we are now ranking #1 & #2 with more to come.

