



SEO CASE STUDY

1 Stop Driving School

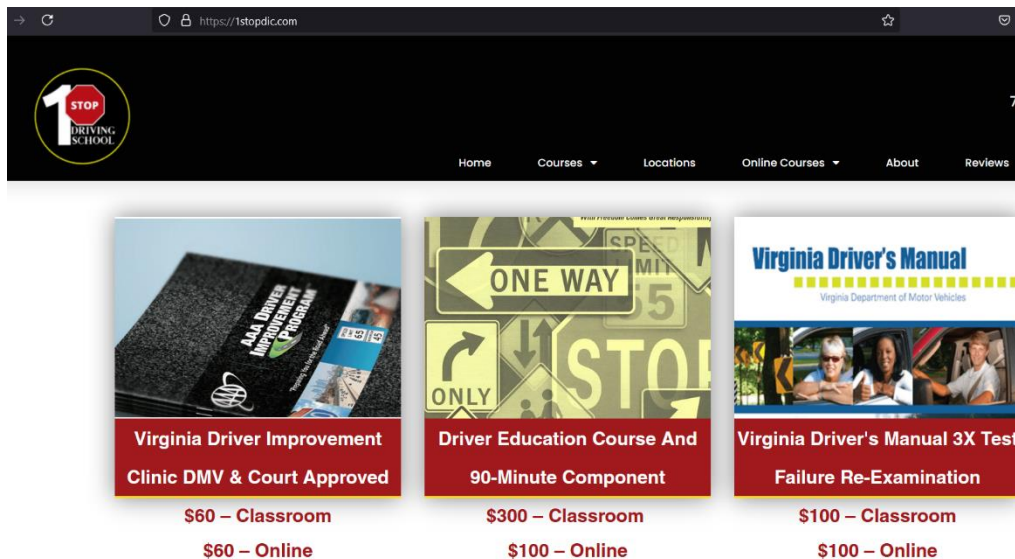


BY RAJ GORAI
A Digital Marketing Expert



SEO Case Study

1 Stop Driving School



1 Stop Driving School, LLC

was created to play a role in improving the safety and reducing accidents involving the Virginia motoring public. We offer only Virginia Department of Motor Vehicle (DMV) approved classroom and online driver improvement curriculum. All of our instructors are licensed by the Virginia DMV. We look to instill a heightened awareness that motor vehicle safety is a responsibility shared by all drivers. In addition to teaching the 8-hour Driver Improvement Course, we are certified to teach, Behind-the-Wheel, Driver's Training Manual Course, 3 Times Failure Certification, Commercial Driver Licenses (CDL), Juvenile + Adult Classroom Training, Escort Vehicle Driver Certification Training, and Fleet training personnel. We teach in Norfolk, Chesapeake, Newport News, Hampton, Portsmouth, Suffolk, Williamsburg, Yorktown, Virginia Beach, Richmond, Gloucester, and more.

<https://1stopdic.com>

Challenges

When 1 stop driving school approached me, they were completely low on traffic and impressions. They simply wanted great visibility through SERP rankings & more form submissions to increase the client base. As we know dental service is a very common niche and the major challenge was to rank the targeted Keywords on the 1st page of Google to gather more traffic to the website.

The challenges for us were: -

1. To target different locations
2. It's a very common niche so the competition was quite high
3. Content was not optimized

The Solution

First, I researched keywords according to their searches & competition I selected long-tail location-based keywords so that I could target that specific area.

During the first week of my SEO plan, I worked on the On-Page SEO issues. In which we modified the existing meta titles & meta descriptions to make the website appearance good and SEO friendly. I also modified the website content to make it keyword-oriented.

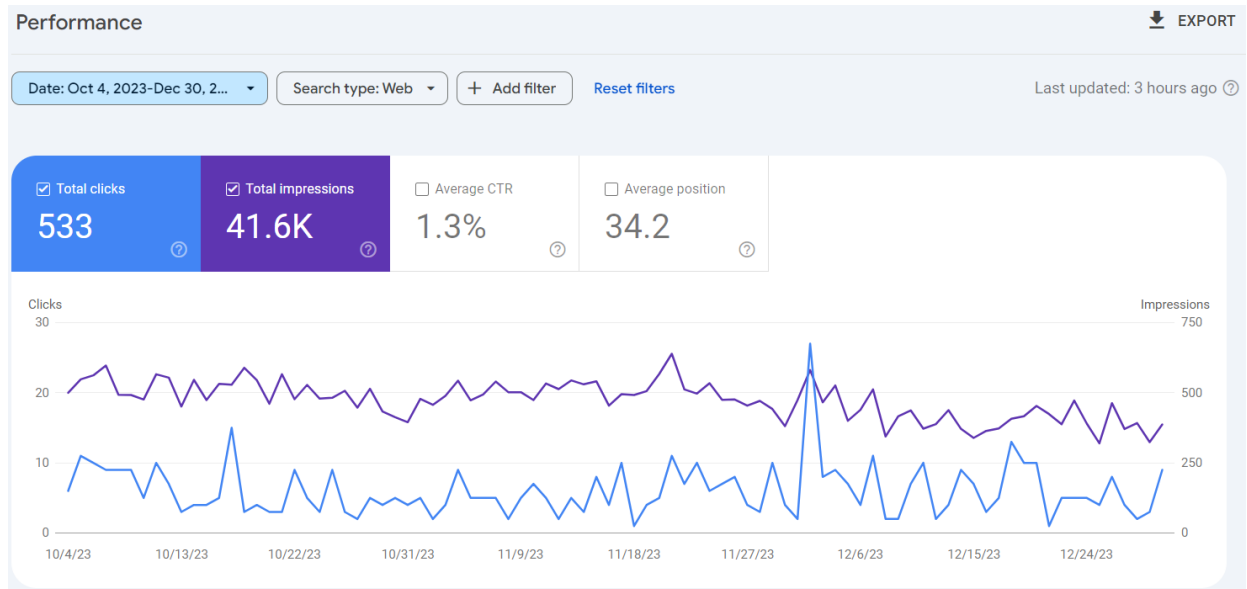
After finishing the On-page issues, I started working on the Off-Page SEO, in which I started working on getting quality backlinks from high-authority websites. We started getting the results in the first two weeks of submission, I saw the number of clicks has also started increasing in the Google Webmaster and there is improvement in the Google Analytics stats.

Using a combination of on-site SEO activities and constant on-site improvements, I saw a steady rise in the organic traffic coming to the website.

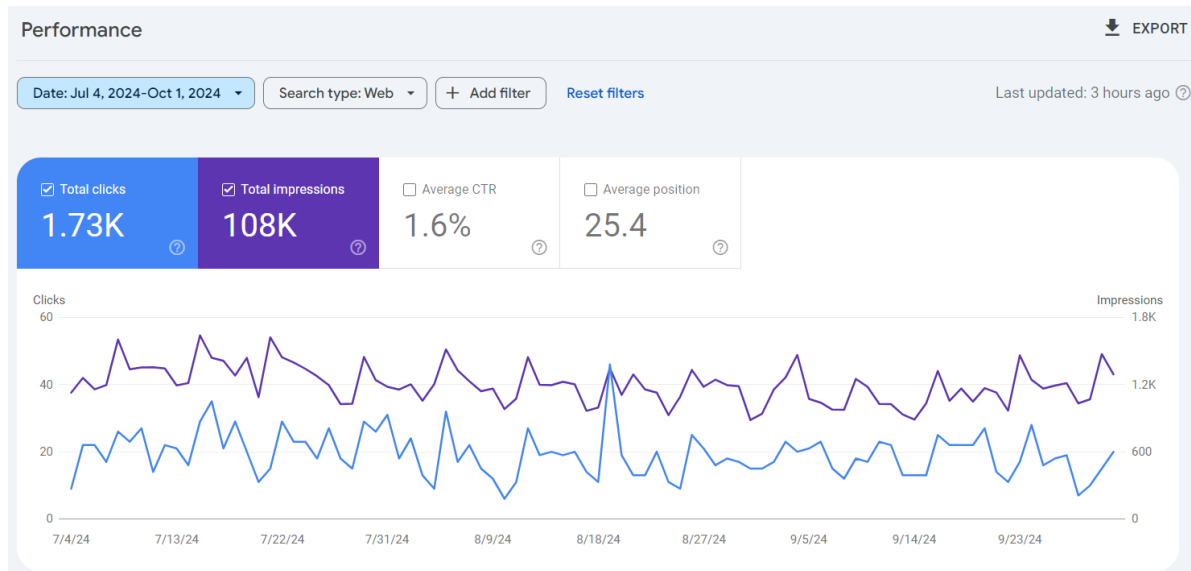
Over three months (Jan 2024 - March 2024).

We witnessed a **2x** increase in organic traffic.

Traffic Before SEO Campaign Dec 2023



Traffic After SEO Campaign till OCT 2024



- **3.5x** Increase in Clicks
- **2.5x** Increase in Impressions

Keyword's Latest Ranking Results

Keyword: driver improvement class Hampton VA

Position: #1 on Google.com

A screenshot of a Google search results page for the keyword "driver improvement class hampton va". The search bar shows the query and the Google logo. Below the search bar, there are navigation options like "Website" and "Directions", and a snippet of a business listing for "1 Stop Driving School" with a map thumbnail. The main search result is for "1stopdic.com" with the title "#1 Driver Improvement Clinic - Hampton - 1 Stop Driving School". The description states: "The Driver Improvement Clinic is a Virginia 8-hour DMV and Court approved course. The Virginia Driver Improvement Clinic is appropriate for all licensed drivers ...". There is also a "People also ask" section with the question "How much is driver improvement course in VA?". An "Ubersuggest" notification is visible on the right side of the page.

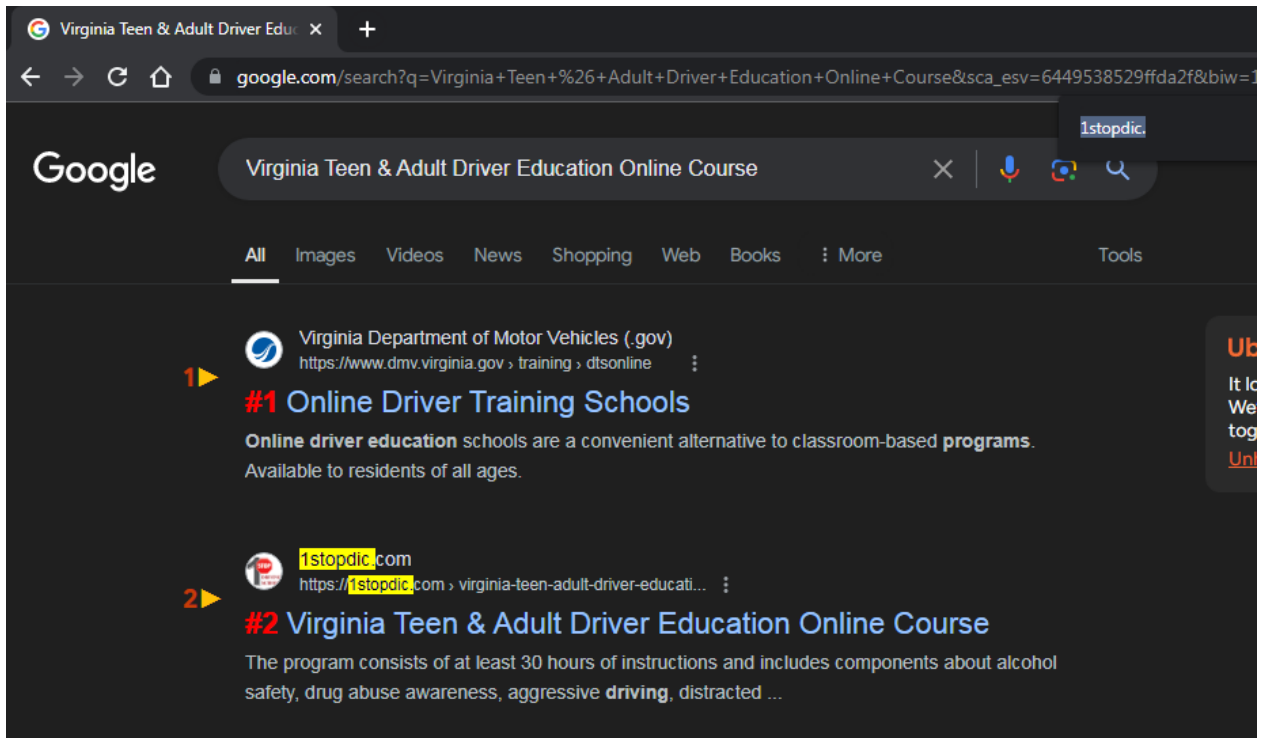
Keyword: Virginia Audly Driver Education Online Course

Position: #2 on Google.com

A screenshot of a Google search results page for the keyword "Virginia Adult Driver Education Online Course". The search bar shows the query and the Google logo. Below the search bar, there are navigation options like "All", "Images", "Videos", "News", "Shopping", "Web", "Books", and "More". The main search results are: 1. "Virginia Department of Motor Vehicles (.gov)" with the title "#1 Online Driver Training Schools" and a description: "Anyone 15 years and 6 months or older can take the online classroom portion without a learner's permit. You need a learner's permit to take the driving portion." 2. "1stopdic.com" with the title "#2 1 Stop Driving School: Online Driving Courses Virginia" and a description: "VIRGINIA DMV APPROVED DRIVING COURSES ; Driver Education Course. \$300 – Classroom. \$100 – Online · For Teens 15 years and 6 months; For Adults Ages 18 and Older ... Virginia Teen & Adult Driver... · Virginia Driver's Manual – Online · Online Courses".

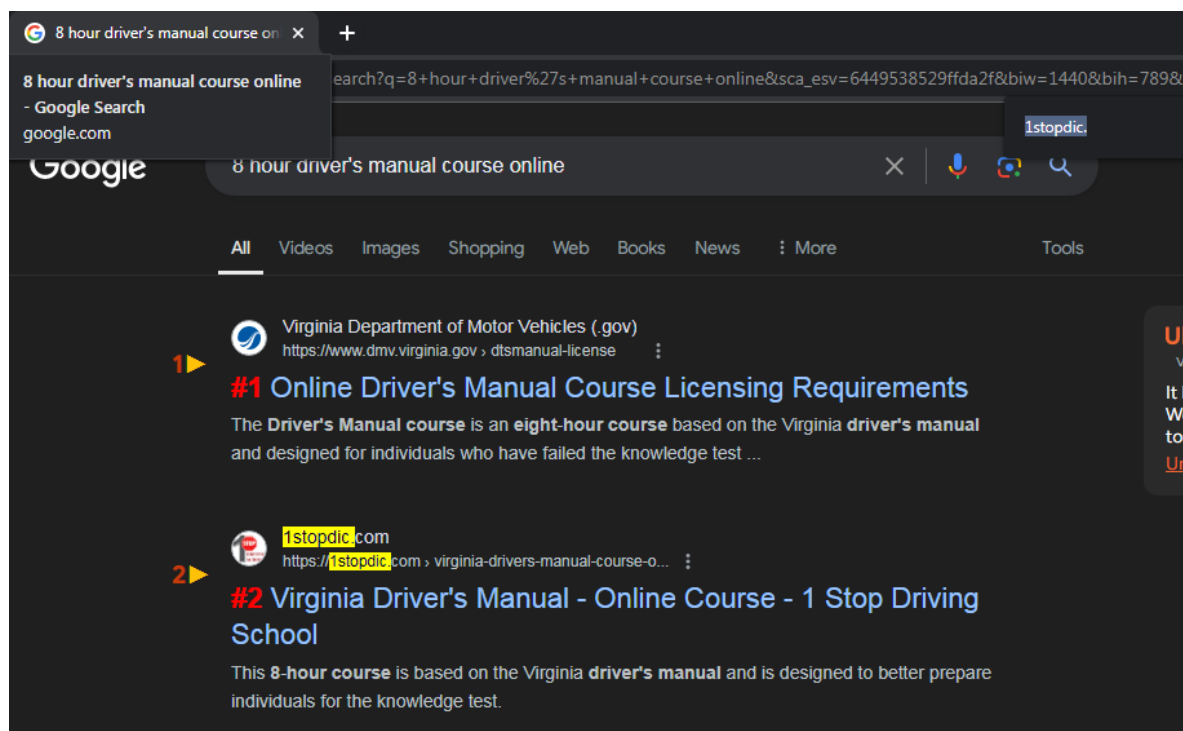
Keyword: Virginia Teen & Adult Driver Education Online Course

Position: #2 on Google.com



Keyword: 8 hour driver manual course online

Position: #2 on Google.com



Thank you

You can connect me through

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