

# CASE STUDY



## About

Brampton Rust Check and Sure Auto Glass have been serving the Brampton area's rust and windshield needs since 1985. They take great care in ensuring the safety of their customers through properly installed windshields and proper rust proofing of your vehicle.

## Challenge

Brampton Rust Check & Sure Auto Glass was aware that ranking high on Google was imperative to the long term success of their business. They understood that a great amount of potential customers use search engines to find their specific services every day. The owners decided to improve the natural organic ranking of their websites, to increase their chances of being found.

## Solution

Metroland Digital provided Brampton Rust Check & Sure Auto Glass with an SEO strategy to improve their overall rank on Google. Natasha Bacquain, Owner & CEO for the business, found the program not only increased their rank on Google but found it to be very educational as well. She knew the business was trending in the right direction because of the in-depth reporting she was provided by Metroland Digital. She also understood that Metroland's main concern was ensuring her business succeeded.

## Result

Overall Natasha saw a net increase of +52 on Google for various keywords tied to the Brampton Rust Check & Sure Auto Glass websites. The most significant increase applied to the keyword search, "Brampton auto glass chip" as her business now ranks 7th on Google, up 33 positions from the month prior.

**"After partaking in this project I am more aware than ever that advertising online is the key for any business to thrive. The higher you rank on Google, the better you will likely do. Metroland Digital's expertise, personal service and in-depth reporting, make it easy for me to refer their products and services to other businesses looking for a custom solution."**

**Natasha Bacquain, Owner & CEO – Brampton Rust Check & Sure Auto Glass**

Brampton Rust Check & Sure Auto Glass  
[www.bramptonrustcheck.ca](http://www.bramptonrustcheck.ca) | [www.sureautoglass.com](http://www.sureautoglass.com)

## Advanced Web Ranking Report

Project: sureautoglass.com  
 Jan 27, 2013 (Compared to Jan 23, 2013)

Visibility for <a href="http://sureautoglass.com">http://sureautoglass.com</a>			
First Place: 0	In Top 10: 14	In Top 20: 48	In Top 30: 70
Moved Up: 51	Moved Down: 5	Gain/Loss: 46	Not Changed: 11
Added: 21	Dropped: 0	Ranked: 88	Not Ranked: 12
Visibility Score: 955	Visibility Percent: 31.83%	Keywords: 50	Search Engines: 2
http://sureautoglass.com	Google	Google Canada	English
<a href="#">http://sureautoglass.com</a>	4 ▲ 30	8	8
<a href="#">auto glass chip brampton</a>	6 —	6 ▲ 1	6 ▲ 1
<a href="#">auto glass brampton</a>	6 ▲ 7	6 ▲ 7	6 ▲ 7
<a href="#">stone chip repair brampton</a>	6 —	6 ▲ 2	6 ▲ 2
<a href="#">car glass brampton</a>	6 ▲ 10	7 ▲ 10	7 ▲ 10
<a href="#">brampton stone chip repair</a>	7 ▲ 33	11	11
<a href="#">brampton auto glass chip</a>	8 ▲ 4	8 ▲ 4	8 ▲ 4
<a href="#">windshield crack brampton</a>	10 ▲ 2	11 ▲ 2	11 ▲ 2
<a href="#">brampton windshield crack</a>	11 —	14 ▲ 4	14 ▲ 4
<a href="#">brampton auto glass</a>	13 ▲ 3	12 ▲ 2	12 ▲ 2
<a href="#">car glass repair brampton</a>	15 ▼ 2	13 ▲ 1	13 ▲ 1
<a href="#">auto glass repair brampton</a>	15 ▲ 1	15 ▲ 1	15 ▲ 1
<a href="#">brampton car glass repair</a>	16 ▲ 5	15 ▲ 4	15 ▲ 4
<a href="#">windshield crack mississauga</a>	18 —	16 ▲ 2	16 ▲ 2
<a href="#">brampton auto glass repair</a>	18 ▲ 5	18 ▲ 3	18 ▲ 3
<a href="#">brampton car glass replacement</a>	19 —	19 —	19 —
<a href="#">car windshield repair brampton</a>	19 ▲ 6	12 ▲ 11	12 ▲ 11
<a href="#">brampton car windshield repair</a>	19 ▲ 1	18 ▲ 1	18 ▲ 1
<a href="#">brampton car windshield replacement</a>	20 —	20 ▲ 1	20 ▲ 1
<a href="#">auto glass replacement brampton</a>	20 ▲ 1	20 ▲ 2	20 ▲ 2
<a href="#">windshield repair brampton</a>	20 —	18 ▲ 1	18 ▲ 1
<a href="#">car windshield replacement brampton</a>	20 ▲ 3	20 ▲ 3	20 ▲ 3
<a href="#">mississauga windshield crack</a>	21 —	21 ▲ 1	21 ▲ 1
<a href="#">car glass replacement brampton</a>	21 —	20 ▲ 3	20 ▲ 3
<a href="#">brampton auto glass replacement</a>	21	25 ▲ 3	25 ▲ 3
<a href="#">mississauga car windshield repair</a>	22 ▲ 2	16 ▲ 3	16 ▲ 3
<a href="#">windshield replacement brampton</a>	22	31	31
<a href="#">car glass repair mississauga</a>	23 ▲ 2	16 ▲ 3	16 ▲ 3
<a href="#">brampton windshield repair</a>	24 ▲ 3	20 ▲ 9	20 ▲ 9
<a href="#">brampton windshield replacement</a>	24	24	24
<a href="#">car windshield replacement mississauga</a>	24 ▲ 3	24 ▲ 3	24 ▲ 3
<a href="#">mississauga car windshield replacement</a>	28	28	28
<a href="#">car windshield repair mississauga</a>	29	30	30
<a href="#">windshield replacement mississauga</a>	30	36	36
<a href="#">mississauga car glass repair</a>	31 ▲ 4	34 —	34 —
<a href="#">windshield repair mississauga</a>	31	27	27
<a href="#">car glass replacement mississauga</a>	31 ▲ 1	32 ▲ 1	32 ▲ 1
<a href="#">mississauga windshield repair</a>	32 ▲ 1	30 ▲ 3	30 ▲ 3
<a href="#">auto glass repair mississauga</a>	32 ▲ 1	32 ▲ 3	32 ▲ 3
<a href="#">auto glass chip mississauga</a>	32 ▲ 9	26 ▲ 9	26 ▲ 9
<a href="#">mississauga auto glass chip</a>	34	31	31
<a href="#">mississauga windshield replacement</a>	34	29	29
<a href="#">mississauga car glass replacement</a>	38 ▼ 4	39 ▲ 3	39 ▲ 3
<a href="#">mississauga auto glass repair</a>	41	37	37
<a href="#">auto glass replacement mississauga</a>	—	—	—
<a href="#">auto glass mississauga</a>	—	—	—
<a href="#">stone chip repair mississauga</a>	—	—	—
<a href="#">car glass mississauga</a>	—	—	—
<a href="#">mississauga auto glass</a>	—	—	—
<a href="#">mississauga auto glass replacement</a>	—	—	—
<a href="#">mississauga stone chip repair</a>	—	—	—
<b>Net Gain/Loss per Search Engine</b>	<b>131 ▲</b>	<b>92 ▲</b>	<b>92 ▲</b>
<b>Gain/Loss per Search Engine</b>	<b>21 ▲</b>	<b>25 ▲</b>	<b>25 ▲</b>

⬜ Not Ranked   
 ⬆️ Added   
 ⬇️ Dropped   
 ⬜ Not Available  
⬆️ Moved Up   
 ⬇️ Moved Down   
 ⬜ Not Changed