



**Cyber PR Army
Solutions** INC.

The Work In Action

YOUR STORY. OUR STRATEGY.



**CLEAR STRATEGY, CREATIVE EXCELLENCE,
AND MEASURABLE OUTCOMES.**



WATERWORKS POOLS & SPAS

CLIENT: Waterworks Pools & Spas

EVENT: Monthly SEO Package

SCOPE: SEO auditing, technical optimization, content strategy, and ongoing monthly maintenance.

DURATION: 6 months

How Cyber PR Army Grew Organic Visibility for a Well-Established Local Business Through Strategic SEO

This multi-tiered project started with branding variants specific to the event. When the fundamentals were created we started on:



Technical SEO
clean-up



Content strategy &
blogging



Keyword research
& tracking



Competitor
analysis



Ongoing
optimization

Background Information

Waterworks Pools & Spas is a well-established brick-and-mortar business selling a combination of products and services. They had a strong online presence that was not fully optimized so we recommended a monthly SEO package. The business was looking for enhanced visibility online in order to grow their audience and turn website visitors into customers. With a well-loved business, their main goals were awareness and lead generation, knowing they could turn potential buyers into delighted customers.

Our Initial Approach

We begin every project with an Online Presence Review, which looks at aesthetics, user experience, and social media efficacy, along with a deep dive into SEO. This becomes our initial roadmap for website changes.

This initial sweep suggested that the technical SEO aspects of the website had solid foundations, but there was (and is always) room to improve.

PHASE

Online Presence Review
Technical SEO
User Experience
Content Strategy
Keyword Research
Competitor Analysis
Trend Monitoring
Ongoing Optimization

WHAT'S INCLUDED

Full website audit covering aesthetics, UX, social media, and technical SEO
Broken link fixes, meta descriptions, title tags, alt text, site structure
UX enhancements to increase time on site and reduce bounce rate
Two SEO-rich blogs per month targeting user intent
Long and short-tail keyword identification and tracking
Keyword gap analysis and opportunity identification
Industry-specific and societal trends for timely and evergreen content
Monthly tracking, technical adjustments, and core site content development

Our Monthly SEO Solution

With the initial elements adjusted, we moved into ongoing monthly SEO, built around two SEO-rich blogs per month and continuous optimization.

CONTENT DEVELOPMENT

Each blog was carefully crafted to serve a specific purpose:

- Information-giving content: Educating potential customers and building trust
- Question-addressing content: Targeting the exact queries people type into Google
- Sales-focused content: Guiding readers toward products and services

KEYWORD STRATEGY

We incorporated both long and short-tail keywords, analyzed competitors to discover keyword gaps, and assessed whether those gaps were worth pursuing for the business.

TREND TRACKING

We monitored industry-specific trends (seasonal pool and spa topics) alongside more generalized societal trends to ensure a healthy mix of:

- Evergreen content: Performs consistently over time
- Timely content: Captures search interest around current topics and seasons

ONGOING TECHNICAL MAINTENANCE

Beyond content, we continued to amend terms and adjust technical elements as needed, developing core site content alongside the monthly blogs. This ongoing tracking and adjustment allows keywords to be increased intentionally, rather than being at the mercy of the algorithm.

The Results

SEO is best accomplished through a combination of SEO auditing and clean-up followed up by maintenance and content development. The addition of fresh content twice a month, written with user intent in mind, produced powerful results on the keywords the business was ranking for.

Month	Organic Keywords	
01/04/24	240	-
01/05/24	244	↑ 4
01/06/24	272	↑ 28
01/07/24	260	↓ 12
01/08/24	269	↑ 9
01/09/24	296	↑ 27
01/10/24	322	↑ 26



Generic terms dropped while location-specific terms rose.

Keyword Growth

INSIGHT

Overall trend
Content impact
Local focus
Sustainability

DETAIL

Strong upward trajectory in keywords ranked
Two monthly blogs drove consistent keyword growth
Shift from general terms to location-specific terms
Growth built on clean techniques with lasting results

While not every month saw a rise in keywords (this is unsustainable and not realistic), the overall trend was strongly upward. Even the dips were favourable, representing a strategic shift from ranking for general terms to more location-specific terms.

This is an important distinction for brick-and-mortar businesses: there is no point in ranking highly to those across the globe if you can't service them. Ranking locally, for the right terms, to the right people, is what drives real customers through the door.

What Made This Work

Our SEO work with Waterworks succeeded because of three key principles:

FOUNDATIONS FIRST

Technical SEO was addressed before content strategy began. Without a clean, well-structured site, even great content underperforms.

CONSISTENCY OVER TIME

SEO isn't a one-time fix. Two blogs per month, ongoing optimization, and regular tracking created compounding results that grew stronger with each passing month.

INTENTIONAL STRATEGY

Every piece of content was written with purpose, targeting specific keywords, addressing real user intent, and supporting business goals. Nothing was published for the sake of publishing.

Our certified SEO specialist has created similar results for businesses across numerous industries using clean techniques that won't come back to bite you and will create the visibility you need.





Your Story. Our Strategy.

If something in these pages sparked an idea, or if you've been sitting on a project that needs a push, we're here to support you in whatever way you need.

Lynn Colepaugh

Lynn Colepaugh,
CEO, Cyber PR Army Solutions

Contact Lynn:

lynn@cyberprarmy.com
[+1 \(506\) 381-3820](tel:+15063813820)

