

# How **SEOArmy** Helped Tidal Basin Group Achieve 3.6K Ranking Keywords and Over 6,600 Monthly Organic Visitors



CASE STUDY: EMERGENCY MANAGEMENT SEO SUCCESS STORY

Discover how SEOArmy helped Tidal Basin Group, a leading emergency management and disaster recovery consulting firm, dramatically increase their organic traffic and keyword rankings through consistent SEO content production. From April 2024, Tidal Basin saw a significant jump from 1-2K visitors per month to over 6,600 organic visitors, with their ranking keywords soaring to 3.6K by June 2024 after multiple SEO content sprints.



## From 1-2K to 6,600 Monthly Organic Visitors and 3.6K Ranking Keywords

With the help of SEOArmy's high-volume SEO content strategy, Tidal Basin Group experienced impressive growth in just a few months. Their organic traffic skyrocketed from a modest 1-2K visitors per month to 6,600 monthly organic visitors, and their keyword rankings increased from a small baseline to 3.6K ranking keywords.

## ABOUT TIDAL BASIN GROUP

Tidal Basin Group is an emergency management consulting firm that specializes in disaster recovery for governments and municipalities. They help these organizations prepare for, respond to, and recover from large-scale emergencies and natural disasters. Despite their expertise and track record of success, Tidal Basin's online presence was relatively underdeveloped before working with SEOArmy.



### INDUSTRY

Emergency Management & Disaster Recovery



### SIZE

201-500 employees



### LOCATION

United States



### HIRED SERVICES

SEO content creation, SEO content sprint strategy

And increasing its average visit duration

**From 05:59 to 12:19 in the same period of time**



# THE CHALLENGE

Prior to engaging with SEOArmy, Tidal Basin had minimal organic traffic and very few ranking keywords. Their website was not generating significant leads through search engines, and they needed a strategic SEO partner to help them increase their visibility and establish authority in the emergency management space.

Tidal Basin required a scalable SEO content solution that would not only boost their rankings but also educate and engage their target audience, including governments and municipalities, about disaster recovery services and best practices.

## THE SOLUTION



SEOArmy implemented an aggressive content-driven SEO strategy for Tidal Basin, focusing on publishing high-quality, authoritative content that would drive organic growth.

## THIS STRATEGY INCLUDED



SEO-Optimized Blogs



Content Sprints

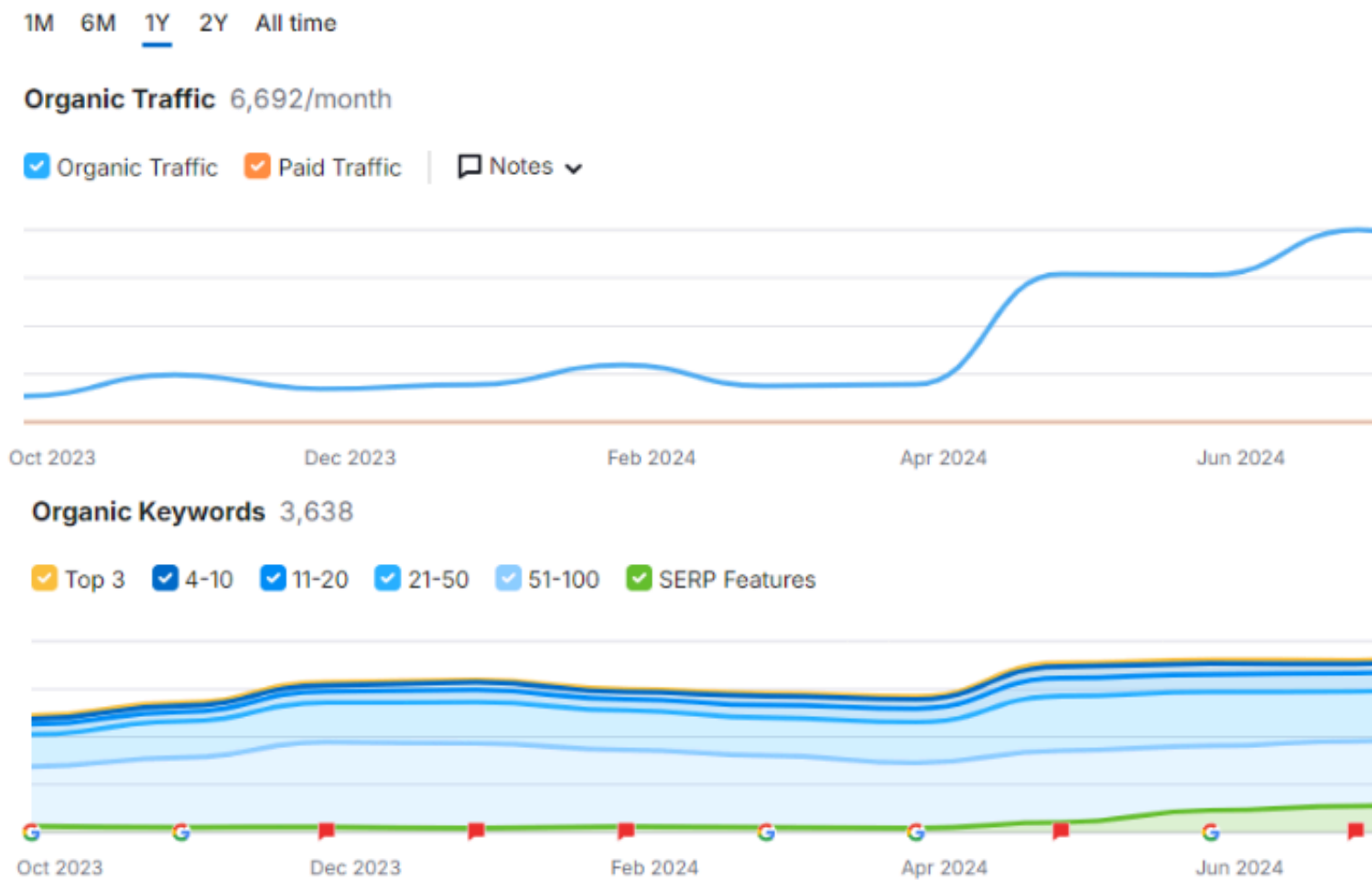


Targeted Keyword Research

By combining content sprints with regular, high-volume SEO content, SEOArmy helped Tidal Basin quickly expand their online presence and attract more visitors to their site.

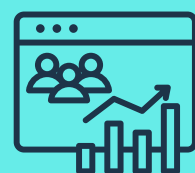
# THE RESULTS

With SEOArmy's ongoing SEO efforts, Tidal Basin saw remarkable results in just a few months



### RANKING KEYWORDS

Initial: Fewer than 1K keywords  
June 2024: 3.6K ranking keywords



### MONTHLY TRAFFIC GROWTH

April 2024: 1-2K visitors  
June 2024: 6,600 organic visitors per month

These SEO efforts not only boosted Tidal Basin's organic traffic but also solidified their presence as a leading authority in the emergency management and disaster recovery sectors.

# BREAKING BOTTLENECKS AND SCALING SEO CONTENT PRODUCTION

BEFORE PARTNERING WITH SEOARMY, TIDAL BASIN STRUGGLED TO PRODUCE ENOUGH CONTENT TO COMPETE IN SEARCH ENGINES AND GENERATE LEADS. AFTER TEAMING UP WITH SEOARMY, THEY WERE ABLE TO

- Scale content production effectively, publishing consistent, high-volume content targeting specific emergency management topics.
- Rank for high-intent keywords related to disaster recovery and government emergency services, driving more qualified traffic to their site.
- Educate their target audience and build top-of-funnel awareness, bringing in more leads and inquiries from governments and municipalities.

SEOARMY'S CONTENT PRODUCTION AND SEO STRATEGY HELPED TIDAL BASIN CLEAR THE BOTTLENECKS THAT HAD PREVIOUSLY LIMITED THEIR ABILITY TO GENERATE ORGANIC TRAFFIC.

## REAL RESULTS FROM SEOARMY'S SEO STRATEGY FOR TIDAL BASIN GROUP

### RANKING KEYWORDS

April 2024: Fewer than 1K  
June 2024: 3.6K  
keywords

### ORGANIC VISITORS

April 2024: 1-2K visitors  
June 2024: 6,600 organic  
visitors per month

Tidal Basin's SEO content campaign led to an explosive increase in traffic, as well as stronger keyword rankings, allowing them to better reach and serve their core audience of government agencies and municipalities.

## THE POWER OF CONSISTENT, HIGH-VOLUME SEO CONTENT

SEOArmy's approach to high-volume, consistent SEO content was key in helping Tidal Basin Group achieve significant growth in a short time. By focusing on relevant topics within emergency management and disaster recovery, SEOArmy positioned Tidal Basin as a trusted thought leader in the industry.

**Interested in learning how SEOArmy can help your business grow through targeted SEO content?**

**Visit our [website](#) to find out how scalable content can drive organic traffic and improve your search rankings**



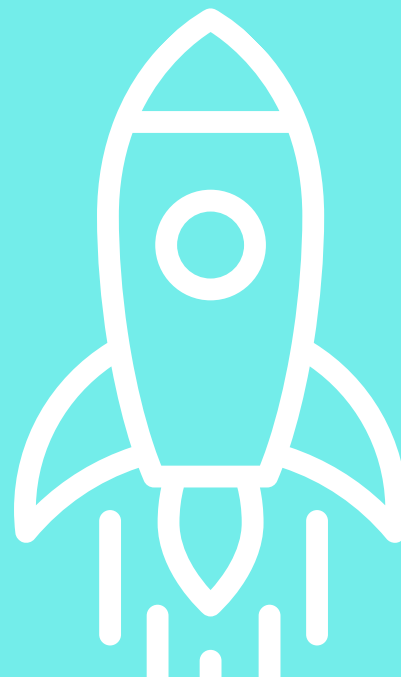
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