



APEX DIGITAL MEDIA

Charge And Go

Professional EV Charger Installation for Your Home or Office

EV
SAFETY
CHARGE

EV
CASE

Ready for your EVSE installation?

STUDY

Our EVSE installation service is designed to deliver safe, reliable and robust vehicle charging solutions to meet the specific needs of your business.

W H O I S E V S A F E C H A R G E ?

Electric Cars Are Now a Reality

Thanks to companies like Tesla, the Chevy Volt, Nissan Leaf, etc. you can now see electric vehicles everywhere. EV Safe Charge was founded on the simple premise that with a growing electric vehicle market will rise a demand for charging equipment. Pretty simple and ahead of the curve. When they came to Apex their goal was simple **“we need more inbound leads.”** Their website had not ever been professionally SEO’ed and so we got right to work on making the brand more visible to potential customers.



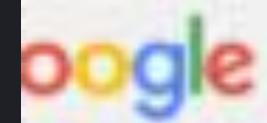
Charge And Go

Professional EV Charger Installation for Your

Ready for your EVSE installation?

Our signature concierge service is designed to deliver safe, reliable service to every customer.

2016



ev charger installation

ev charger installation cost
portable electric car charger
home charging station
home ev charging stations

About 131,000 results (0.56 seconds)

Charging Station Install - Trained and Certified Installers

www.evsolutions.com/installation

Turn-Key Installation Services

EV Licensed Electricians · One Day Installation

TurboCord EV Charger

Blog

Contact Us

Why AV?

Ev Charger - HomeDepot.com

www.homedepot.com/

4.2 ★★★★★ rating for homedepot.com

Electric Car Charging Stations from Brands You Trust. Shop and Save Now

Ratings: Prices 10/10 - Selection 9.5/10 - Returns 9/10 - Product quality 9/10 - S

Electric Car Chargers · Residential Chargers · GE Electric Car Chargers · Levitc

Level 2 EV Charger Rebate - homechargingrebate.org

www.homechargingrebate.org/

We Reduce The Cost of Level 2 EV Chargers. First Come First Served!

Bosch EV Car Chargers - boschevsolutions.com

www.boschevsolutions.com/stations

Browse Options from Multiple Charging Stations. Shop Online Now!

Manufacturer Recommended · Great Discounts · Qualify for Tax Credits

Residential Electric Vehicle Charging Stations | Home EV

evsafecharge.com/residential-electric-vehicle-charging-stations/

EV Safe Charge offers residential electric vehicle charging stations for sale & with questions, or for a Free EVSE price quote.

Buying Your First Home EV Charger | PluginCars.com

www.plugincars.com/quick-guide-buying-your-first-home-ev-charger-1268

May 28, 2016 - It may surprise EV newbies to learn that an electric car's charg copper runs will add installation cost, but because you'll ...



GOALS & COURSE OF ACTION

MORE VISIBILITY = MORE LEADS.

EV Safe Charge was looking to prove their revenue model. They sell electric vehicle charging gear and so they needed to be visible to users who were searching for terms like “ev charger installation.” We developed a keyword strategy and a plan to optimize the EV Safe Charge website around it. The goal was to create more visibility by means of SEO and in turn help the brand to net more inbound leads. This project was completed in

July of 2016.

Apex Digital Media SEO Process

1

ONSITE / BEST PRACTICES

The first step is simple, making sure that our website is in line with best practices. Title & Meta tags optimized, images have alt tags, etc.

2

SOCIAL CHANNELS

Many people neglect to optimize their social media profiles but this is a huge mistake in today's digital climate.

3

OFFSITE / BACKLINKS

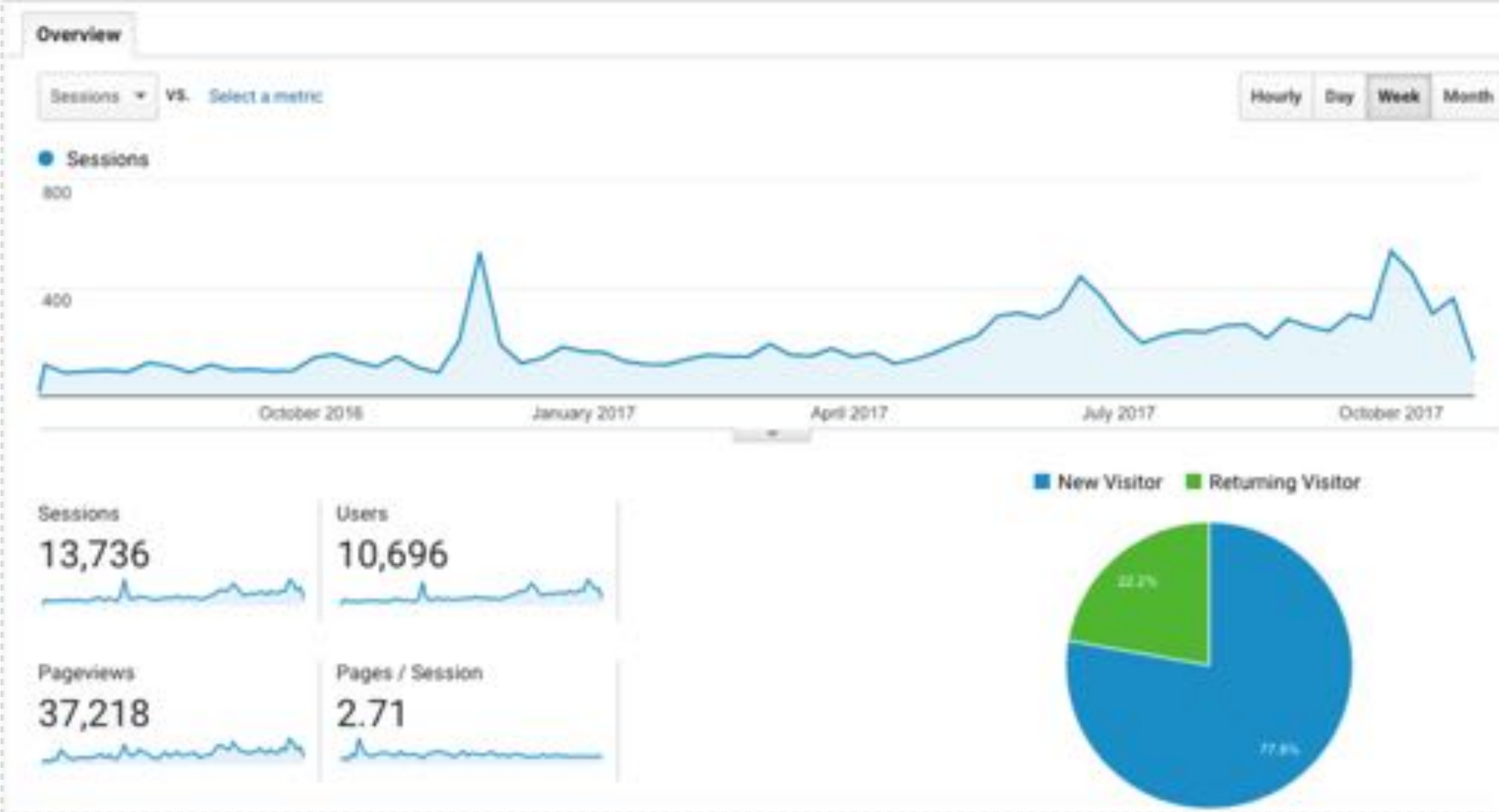
Running paid advertising or promoting your website and blog on other sites helps increase link authority.

4

EVERGREEN CONTENT

Creating content that is relevant to your brand or the nature of your business is key. Then promoting this content.





V I S I B L E
R E S U L T
S 2 0 1 6

Here you can see a visible and steady increase in traffic from July 2016 through October 2017.

The lions share of this increased traffic was organic search. 64.6% to be exact.



ev charger installation

All Shopping Videos Maps Images More Settings Tools

About 1,180,000 results (0.73 seconds)

ChargePoint Charging Solutions - Install On-Site EV Charging
[www.chargepoint.com/Business/Station](#)
 Hassle Free for You. Premium Experience for Your Employees. Request a Quote.
 Apartment/Condo Stations · Business Charging Station · Smart City White Paper · Request a Quote

Charging Station Install - Trained and Certified Installers
[www.evsolutions.com/installation](#)
 Turn-Key Installation Services
 EV Licensed Electricians · One Day Installation
 Types: TurboCord, EVSE-RS, TurboDock
 Blog · TurboCord EV Charger · Why AV? · Partners · Contact Us · Testimonials
 TurboCord 240 - \$389.00 · 240V Portable Charger · More

Buy Home EV Chargers & Save - Rebates for Los Angeles
[www.evspace.com/](#)
 Save on the Purchase of 50+ Home EV Stations · Qualify for Los Angeles Rebates

Apply Now For EV Charger Grant - For Apartments, Condos & Work.
[www.gridwize.com/](#)
 LA County MUD Owners and Employers apply for EV Chargers. Learn more.
 Offset installation costs · Revenue stream · Offset equipment costs

Residential Electric Vehicle Charging Stations | Home EV Chargers
[evsafecharge.com/residential-electric-vehicle-charging-stations/](#)
 EV Safe Charge offers residential electric vehicle charging stations for sale & installation. Contact us with questions, or for a Free EVSE price quote.
 You visited this page.

Shop for ev charge... on Go

Home Electric Vehicle Charger... \$594.15 Home Depot ★★★★★ (8)

Nissan 30A EV Charging Station... \$599.00 EV Solutions Store Free shipping

LCS-20, 16 Amp, 240V Level 2... \$379.00 ClipperCreek Co.

220v Level 2 Fast Charger - 16... \$224.00 Duosida EVSE...

→ More on Google

S E A R C H
 R E S U L T S
 2 0 1 6

		% of Total:
<input type="checkbox"/>	1. Organic Search	100.00% (13,736)
<input type="checkbox"/>	2. Direct	8,878 (64.63%)
<input type="checkbox"/>	3. Referral	2,887 (21.02%)
<input type="checkbox"/>	4. Paid Search	774 (5.63%)
<input type="checkbox"/>	5. Social	585 (4.26%)
<input type="checkbox"/>	6. (Other)	390 (2.84%)
<input type="checkbox"/>	7. Display	210 (1.53%)
		12 (0.09%)

If They See It...

Apex researched the most valuable search terms for ev charging stations and optimized EV Safe Charge's website, making them visible in searches that are relevant to their brand and audience.

Google electric car charger installation

All Shopping Maps Videos Images More Settings Tools

About 725,000 results (0.72 seconds)

Electric Car Charger Installation - Amazon.com Official Site
[www.amazon.com/automotive](#)
 Find Deals on Electric Car Charger Installation in Automotive on Amazon.

Charging Station Install - Trained and Certified Installers
[www.evsolutions.com/installation](#)
 Turn-Key Installation Services
 EV Licensed Electricians · One Day Installation
 Types: TurboCord, EVSE-RS, TurboDock
 Why AV? · TurboCord EV Charger · EV Network · Partners · Contact Us · Blog

Chargers for Electrical Cars - Bosch Electric Vehicles
[www.boschevsolutions.com/](#)
 Turn to Bosch For All Of Your Electric Vehicle Needs. Browse Car Chargers Today!
 Qualify for Tax Credits · Manufacturer Recommended · Great Incentives · Great Discounts
 Charging Station Map · Charging Stations · Service & Support

Ready, Set, Charge - Raise Your Electric Vehicle IQ - SCE.com
[www.sce.com/](#)
 Discover the Benefits of an EV at SCE.com
 Highlights: Different Rate Options, Charge EVs Across The Region

Residential Electric Vehicle Charging Stations | Home EV Chargers
[evsafecharge.com/residential-electric-vehicle-charging-stations/](#)
 EV Safe Charge offers residential electric vehicle charging stations for sale & installation. Contact us with questions, or for a Free EVSE price quote.
 You visited this page.

They Will Click...

Organic search was EV Safe Charge's largest source of traffic by a long shot from July 2016 – October 2016. Our SEO work successfully increased the amount of inbound leads they received.

Thank You!

Apex Digital Media is a full-service digital branding agency. We work consultatively with our clients based on what we feel will help them most effectively meet their marketing goals. We consider ourselves your marketing partner and will work directly with your business model to ensure the best possible results in anything we do.

APEX
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