



| **CASE STUDY** SEO for Courier Website



CLIENT OVERVIEW

A newly launched courier and logistics company based in the USA, offering nationwide parcel delivery, same-day shipping, eCommerce fulfillment, and last-mile delivery solutions. The company was entering a highly competitive digital space dominated by established players like UPS, FedEx, and DHL.

PROJECT SCOPE

The client approached us with a brand-new website, aiming to get discovered for key courier-related search terms in the USA. The goal was to generate visibility from scratch, attract organic traffic, and gain traction in local and national search results.



INITIAL CHALLENGES

- Fresh domain with zero authority
- No keyword structure or SEO-ready content
- Technical errors due to a poorly built site
- No indexed pages or sitemap
- No GMB/local presence
- Competitive industry with high keyword difficulty

STRATEGY & IMPLEMENTATION

➤ Keyword Research & Site Structuring

- Identified transactional keywords such as:
"courier service USA", "same-day delivery company", "eCommerce parcel fulfillment", "affordable courier near me"
- Created optimized landing pages for:
Same-day delivery, Overnight shipping, B2B courier services, eCommerce fulfillment
- Added city-level pages for major metro areas (New York, Chicago, Dallas, LA, etc.)

➤ Technical SEO Setup

- Implemented clean URL structure
- Submitted XML sitemap and fixed crawling errors
- Added schema for LocalBusiness, Service, and WebSite
- Connected site with Google Search Console and GA4





➤ **Content Development**

- Wrote SEO-optimized content for all key service pages
- Created 10+ blog posts to support long-tail keywords like:
 - "How Same-Day Delivery Works in the USA"
 - "Courier vs Postal Service: What's Better for Businesses?"
 - "Top Features to Look for in a Logistics Partner"
- Interlinked blog content with commercial pages

➤ **Local SEO & Listings**

- Set up Google Business Profile and listed on 30+ U.S. directories
- Geo-optimized content and used location-based schema
- Added structured FAQs on each service page

RESULTS (FROM ZERO TO 6 MONTHS)

Metric	Previous	Last 6 Months	Growth
Total Clicks	0	806	 From 0
Total Impressions	0	56,100	 From 0
Average Position	0	36.1	Ranking Established
CTR	0%	1.4%	Healthy for New Domain

24 hours 7 days 28 days 3 months **✓ Compare**

Search type: Web

+ Add filter

[Reset filters](#)

Last update: 3.5 hours ago

☒ Total clicks

806

Last 6 months

0

Previous 6 months

☒ Total impressions

56.1K

Last 6 months

0

Previous 6 months

☐ Average CTR

1.4%

Last 6 months

0%

Previous 6 months

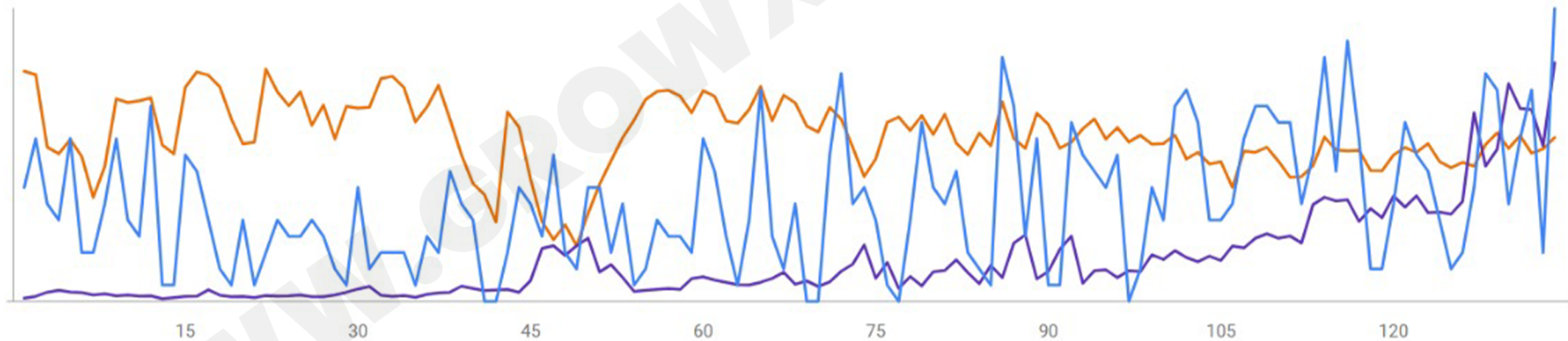
☒ Average position

36.1

Last 6 months

0

Previous 6 months





CLIENT FEEDBACK

"We had zero visibility when we started. Within months, we began ranking for relevant delivery-related searches and even received our first organic lead in the third month. The team built everything from the ground up — and it's working!"

CONCLUSION

For a brand-new courier company in a competitive market like the USA, this case study shows that SEO can build digital presence from scratch. With proper technical setup, content planning, and local targeting, it's possible to generate qualified traffic and ranking growth in under six months.