

# seo case study

## Architectural Firm

### Campaign Information

**Industry:** Construction — Commercial & Residential Architectural Services

**Campaign Type:** Local

**Location:** Grayslake, IL

**Campaign Start Date:** 12/30/2020

**SEO Hours per Month:** 20

**Goal:** Focus on front end changes to bring in better organic traffic



### Strategy

Specific keywords were chosen to draw in new users who were then funneled into a new monthly blog with the purpose of growing an email list. Onsite recommendations were implemented to improve the site's copy and readability. After a huge push on the front end, our teams turned to metadata and alt descriptions to clean up the back end of the site and solidify the groundwork we laid at the start of the campaign. With 17 keywords already on Google's first page, we're excited to continue working with this partner to see them climb to even greater heights.

### Results

KEYWORD PHRASE	PAGE	RANK
finish selections grayslake il	1 ↗ 1	8 ↗ 1
custom window treatments grayslake il	11 ↗ 1	101 ↗ 3
roller window shades graslake il	11 ↗ 1	101 ↗ 5
roman window shades grayslake il	11 ↗ 1	101 ↗ 5
kitchen remodeling grayslake il	11 ↗ 1	101 ↗ 6

### Performance

17

Keywords on Page  
1 of Google

1

Current Top Rank

86%

Average Rank  
increase