

seo case study

Construction

Campaign Information

Industry: Automatic sliding doors and windows

Location: Los Angeles, CA

Campaign Start Date: 01/21/2021

SEO Hours per Month: 5

Campaign Type: Local

Goal: Set up directories and bring in local traffic with strong buyer's intent

Results

Our client hadn't focused on SEO until this campaign started so our team focused on building a strong foundation that would be able to support multiple keywords over the lifetime of the campaign. We implemented Google Analytics, Google My Business, new product pages, business directory setup, and engaged with relevant offsite articles which brought several keywords into Google's top ten in just a few short months. The unique aspects of the client's market allowed our teams to specify search terms based on different phases of the buying process, bringing in more buyer intended traffic to the site over time. We look forward to continuing this process to elevate the established keywords and bring several more up to the top in the coming months.

Performance

KEYWORD PHRASE	START	CURRENT
automatic door los angeles ca	101	8
automated door los angeles ca	101	8
automatic door installation los angeles ca	101	10
automated door installation los angeles ca	101	10
electric door installation los angeles ca	101	11



7

Keyword rankings improved

4

Keywords in Google's Top 10

175

Links built

Top SEO Tasks

- 232 work items completed
- 60 articles engaged
- 78 bookmarking submissions
- 36 business directory submissions