

# seo case study

## Construction & Contractors

### Campaign Information

**Industry:** Seawall Repair & Maintenance

**Location:** Florida

**Campaign Results:** 5 months

**SEO Hours per Month:** 60 hours

**Goal:** Building their online authority through link portfolio development



### Strategy

Our team started with a thorough website audit and found a few areas needing improvement. Implementation of onsite copy helped move several of our targeted keywords up in their rankings. We then shifted our attention to building authority for the client by building a solid backlink portfolio. In less than 5 months, they were able to double their top-ranking keywords. Our client will continue to grow as onsite terms are adjusted to maximize performance and continue link-building efforts.

### Results

KEYWORD PHRASE	START RANK	CURRENT RANK
vinyl sheet piling seawall lee county fl	101	7 ↑
New seawall construction company collier county fl	49	7 ↑
New vinyl piling seawall lee county fl	23	7 ↑
new seawall construction collier county fl	13	7 ↑
new seawall construction jacksonville fl	45	7 ↑

### Performance

**58**

**keywords in the top 10 of Google**

**64**

**average ranking for all keywords**

**95**

**total links built**