

# seo case study

## Window + Door Installation

### Campaign Information

**Industry:** Construction

**Location:** Cincinnati, OH

**Campaign Start Date:** 02/03/2016

**SEO Hours per Month:** 15

**Campaign Type:** Local

**Goal:** Rank above competitors for window-related keywords.



### Strategy

With 2 locations in Ohio, our client started an SEO campaign with us to surpass local competition and expand their online presence. Per their request, we worked on SEO for their Cincinnati location first, fully optimizing their website for multiple keyword phrases. As this is a competitive industry and market, we built a robust backlink portfolio to increase our client's trust with Google and wrote custom blog publications to increase authority in their industry. Now that our client is ranking in Cincinnati for their main keywords, we will expand their reach by targeting cities around Dayton and Northern Kentucky.

### Results

KEYWORD PHRASE	PAGE	RANK
patio door installation cincinnati oh	3 ↗ 1	24 ↗ 2
andersen windows cincinnati oh	2 ↗ 1	15 ↗ 5
entry door installation in cincinnati oh	2 ↗ 1	12 ↗ 2
patio door installation in cincinnati oh	2 ↗ 1	18 ↗ 2
wood window installation montgomery oh	11 ↗ 1	101 ↗ 10

### Performance

**17**

**Keywords on page  
1 of Google**

**8**

**Keywords Ranked  
#1 on Google**

**576**

**Links Built to Date**