

seo case study

Construction

Campaign Information

Industry: Construction — Homes

Location: Oxford, MS

Campaign Start Date: 12/13/2017

SEO Hours per Month: 8

Campaign Type: Local

Goal: Optimize new website and gain authority in hometown



Strategy

We started working to build new, optimized copy for their website, placing their keywords strategically onto their targeted pages. We then combed through their site and reworked the content they had to ensure it was accurate and of good quality for what they wanted. We started working with backlinks and other off-site strategies for increased visibility.

Results

KEYWORD PHRASE	PAGE	RANK
construction company pontotoc ms	10+ ↗ 1	100+ ↗ 3
construction contractors pontotoc ms	10+ ↗ 1	100+ ↗ 7
residential home construction pontotoc ms	10+ ↗ 1	100+ ↗ 6
residential home construction projects pontotoc ms	10+ ↗ 1	100+ ↗ 6
home building projects oxford ms	10+ ↗ 1	100+ ↗ 4

Performance

3

**Avg rank for all
Keywords**

87%

**Avg page increase
for keywords**

8

**Keywords on page 1
of Google**