

# seo case study

## Construction Materials

### Campaign Information

**Industry:** Construction — Rooftop Patios

**Location:** Wyoming, MI

**Campaign Start Date:** 05/04/2020

**SEO Hours per Month:** 10

**Campaign Type:** Local

**Goal:** Improve Authority and Online Presence



### Strategy

We focused primarily on “patio paver” keywords to improve their online traffic and authority. Basic onsite edits were created, approved, and implemented on several pages to support the target keywords. New backlinks were created to help establish additional authority. We saw a significant increase in traffic with these optimizations. Continued focus on more competitive keywords and local areas will secure more online presence over time.

### Results

KEYWORD PHRASE	RANK
colored concrete patio pavers Wyoming MI	100+ ↗ 1
concrete rooftop patios Wyoming MI	33 ↗ 1
rooftop patio pavers for apartment buildings Wyoming MI	100+ ↗ 1
rooftop patio pavers for apartment buildings Grand Rapids MI	100+ ↗ 1
ipe deck tiles Wyoming MI	14 ↗ 2

### Performance

45

New Keywords in Top 10 Results

97%

Avg Increase in Organic Traffic YoY

94%

Avg Increase in Connected Backlinks