

seo case study

Construction

Campaign Information

Industry: Construction - Remodeling

Location: Quakertown, PA

Campaign Start Date: 10/13/2020

SEO Hours per Month: 30

Campaign Type: Local

Goal: Strengthen web presence in local area and begin controlled expansion for new customer acquisition

Results

The team began establishing a strong presence in the remodeling industry in our client's physical area. Coupled with our backlink portfolio creation, the team sent over several onsite recommendations that helped capture and keep search engine attention. This foundation proved incredibly fruitful as our team was able to get our first set of keywords ranking in Google's top ten in a matter of weeks. Wanting to maintain these rankings, our team focused on onsite changes with meta tags and website coding to bring the website's loading speeds within Google's acceptable limits. This success was swift to start and because of the team's hard work and dedication, continues to build on itself.



1

Current Top Rank

16

Keywords in Top 10

23

Keywords Improved

Performance

KEYWORD PHRASE	START	CURRENT
tub to shower conversion wilkes barre pa	101	1
tub to shower conversion services wilkes barre pa	101	1
bathtub to shower conversion wilkes barre pa	101	1
walk in shower conversion wilkes barre pa	101	1
bathtub replacement wilkes barre pa	101	2

Top SEO Tasks

- 242 work items completed to date
- 92 backlinks created
- 16 offsite articles engaged and
- 11 blogs and articles published