

seo case study

Construction

Campaign Information

Industry: Construction — Bathroom & Kitchen Remodeling

Location: Houston, TX

Campaign Type: Local

Campaign Start Date: 12/13/2017

SEO Hours per Month: 8

Goal: Rank in Houston and expand to the surrounding areas.



Strategy

The client's two primary services were bathroom and kitchen remodeling. After consulting with the owner, we recognized their many secondary services would rank really well in their area. In just 3 weeks, the client had 2 keywords on the first page of Google! Once they began ranking with more of their primary keywords, we directed attention to their secondary services. This focus will help create more authority for their company and website.

Results

KEYWORD PHRASE	PAGE	RANK
bathroom remodeling services houston tx	3 ↗ 1	29 ↗ 2
kitchen remodeling services houston tx	2 ↗ 1	17 ↗ 3
kitchen remodeling houston tx	2 ↗ 1	20 ↗ 10
bathroom remodeling houston tx	4 ↗ 3	41 ↗ 30
siding replacement houston tx	9 ↗ 8	92 ↗ 73

Performance

23

Avg ranking for all keywords

4

Keywords on page 1 of Google