

seo case study

Construction

Campaign Information

Industry: Construction - Renovations

Location: Vail, CO

Campaign Start Date: 04/06/2021

SEO Hours per Month: 8

Campaign Type: Local

Goal: Increase visibility to potential customers through onsite recommendations and link building

Results

After completing a site audit and implementing several change recommendations, our team built out a strong backlink portfolio so the search engines would pay more attention to the client's domain. With these links in place, we began writing and publishing blog posts that served as informational pieces that strengthened the client's position in the search engine results. While only a few keywords have reached the top ten, our efforts have elevated many of our targeted keyword's surrounding search terms, giving our team plenty of momentum to build on as the campaign moves forward.

Performance

KEYWORD PHRASE	START	CURRENT
exterior renovation vail co	101	1
exterior remodeling vail co	101	4
kitchen renovations edwards co	12	4
building renovations vail co	101	18



3

Keywords in Google's Top 10

#1

Current Top Rank

8

Keywords Improved

Top SEO Tasks

- 108 backlinks built to date
- 28 business directory submissions
- 10 custom blogs
- 32 website bookmarks
- 38 offsite articles engaged