

seo case study

Construction

Campaign Information

Industry: Construction — Roofing Contractors

Campaign Type: Local

Location: Deerfield Beach, FL

Campaign Start Date: January 27, 2020

SEO Hours per Month: 40

Goal: Build authority and rank in the five surrounding cities



Strategy

To better support our client's strategic keywords, our team recommended dedicated pages be made for each of their services. These new, optimized pages with keyword specific copy and reduced page load times helped significantly increase the page's authority, readability, and rankings on Google. Within the first 6 months, 25 of the selected keywords jumped to the first page.

Results

KEYWORD PHRASE	PAGE	RANK
tile roofing boca raton fl	2 ↗ 1	15 ↗ 1
spanish tile roofing boca raton fl	3 ↗ 1	27 ↗ 1
spanish tile roof repair boca raton fl	2 ↗ 1	18 ↗ 1
reroofing repair fort lauderdale fl	2 ↗ 1	16 ↗ 1
spanish tile roofing west palm beach fl	5 ↗ 1	49 ↗ 1

Performance

32

**Keywords on Page
1 of Google**

12

**Average Ranking
for All Keywords**

1

**Current Top-Ranking
Keyword**