

seo case study

Home Services

Campaign Information

Industry: Home Services - Gutters

Location: Charlottesville, VA

Campaign Start Date: 05/26/2022

SEO Hours per Month: 32

Campaign Type: Local

Goal: Drive more local online visibility through improving keyword rankings

Results

In less than a year, our team helped the client's website rank for 14 new "gutter" related keywords within Charlottesville, VA. This was achieved through a balanced strategy of both onsite and offsite optimizations. We kicked off the campaign by optimizing 3 separate target pages on their website with specific keywords and content. We supplemented these efforts with building backlinks across relevant websites within the industry. With consistent effort and communication, the client is seeing fantastic results from the SEO strategy. Moving forward, our team plans to expand their campaign by ranking for new keywords in their other local service areas.



14

keywords within top 10 Google results

67%

increase in keywords from start date

122%

increase in backlinks from start date

Performance

KEYWORD PHRASE	START	CURRENT
commercial guttering services charlottesville va	38	1
commercial seamless gutter install charlottesville va	12	1
gutter covers charlottesville va	28	2
gutter guards charlottesville va	14	3
rain gutter cleaning charlottesville va	38	7

Top SEO Tasks

- 3 target pages optimized with keywords and content
- 80 offsite custom article publications (with backlinks)
- 63 article engagements
- 20 website bookmark submissions
- 245 total work items completed