

seo case study

Remodeling Contractor

Campaign Information

Industry: Remodeling Contractor - Flooring & Design

Location: Dallas, TX

Campaign Start Date: 10/13/2020

SEO Hours per Month: 30

Campaign Type: Local

Client Goal: Show up at the top of search results with major industry keywords

Results

Since the campaign start date, our team helped the client's website rank at the top of Google for 14 new remodeling related keywords within Dallas, TX. The improved rankings resulted in a consistent increase in traffic and backlinks. 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 additional major keywords within the industry.



14

keywords within top 10 Google results

155%

avg increase in organic traffic YoY

210%

avg increase in organic backlinks YoY

Performance

KEYWORD PHRASE	START	CURRENT
custom carpet flooring dallas tx	13	1
custom wood flooring dallas tx	73	2
custom wall tile dallas tx	13	1
interior flooring dallas tx	27	3
custom wood flooring installation dallas tx	101	5

Top SEO Tasks

- 3 target pages optimized with keywords and content
- 127 offsite custom article publications (with backlinks)
- 109 article engagements
- 32 business directory submissions
- 600 total work items completed