

seo case study

House Remodel

Campaign Information

Industry: Construction & Contractors

Location: **Thousand Oaks, California**

Campaign Start Date: 4/07/2023

SEO Hours per Month: 20

Campaign Type: Local SEO

Client Goal: Increase online presence and traffic

Results

This home renovation business wanted to start ranking higher in search engine result pages and become more recognized for specifically kitchen and bathroom remodeling in their local area. We started by recommending to them that they should create dedicated pages for their kitchen remodel design and bathroom remodel design. Creating these pages helped support their content in becoming more relevant and trustworthy to customers and search engines. Over time, adding industry-related keywords through onsite recommendations and link building helped improve their local presence and traffic where they now have six keywords in the top 10 in less than 6 months since their campaign started.

Performance

KEYWORD PHRASE	START	CURRENT
kitchen space remodeling westlake village, ca	101	1
full house renovation thousand oaks ca	101	2
whole house remodeling thousand oaks ca	101	5
whole house renovation thousand oaks ca	101	5
kitchen remodeling westlake village, ca	101	7



6

keywords within top 10 Google results

#1

Current top rank

137

Total work items completed to date

Top SEO Tasks

- 3 Custom Blog Publications
- 78 total links built
- 33 Business Directory Submissions
- 24 classified and local business listings
- 16 bookmark submissions