

seo case study

Construction

Campaign Information

Industry: Construction - Remodeling

Location: Houston, TX

Campaign Start Date: 07/13/2021

SEO Hours per Month: 28

Campaign Type: Local

Goal: Cement current search engine ranks and begin new location outreach

Results

With some very specific directions in mind, our team collaborated closely with the client to ensure their needs were met to a tee. Targeting multiple locations, our team designed precise onsite recommendations including location-specific page builds and new copy rich with the desired keywords. To better position our client as a leader in the industry, our team started a new blog that helped gather good, quality traffic. With over 28 keywords in Google's top ten, our work and the client's dedication to the SEO process have proven very successful with incredible potential on the horizon.

Performance

KEYWORD PHRASE	START	CURRENT
bathroom remodel bellaire tx	101	1
bathroom planning bellaire tx	101	1
bathroom remodeling bellaire tx	101	2
bathroom remodelers bellaire tx	101	2
bathroom remodel service bellaire tx	101	2



1 Current Top Rank

28 Keywords in Top 10

120 links built to date

Top SEO Tasks

- 28 business directory submissions
- 11 custom blogs
- 29 offsite articles engaged
- 50 website bookmarks
- onsite recommendations