



# SEO

## CASE STUDY

### CONSTRUCTION INDUSTRY

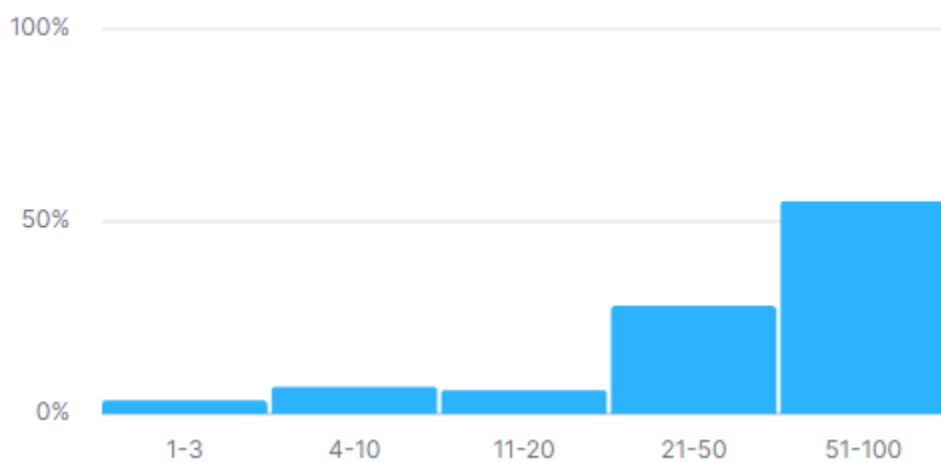
## Background

A construction company based in the United States approached us in October 2021, looking to increase their online presence and attract more customers through their website. As a service-based business, their website was critical to driving new leads and revenue. We knew we could help by implementing a solid SEO strategy to improve their search engine rankings and bring more traffic to their site.

## SEO Audit

Our first step was to conduct a comprehensive audit of the client's website. The company had already implemented some basic SEO strategies, but there were several areas that needed improvement. We found that their website was not fully optimized for search engines, and there were several technical issues that were hindering their ranking performance. Additionally, their website lacked sufficient high-quality backlinks.

### Organic Position Distribution



## Keyword Analysis

Using a combination of industry research tools and manual keyword research, we conducted a thorough analysis of the client's keywords. We identified several high-value keywords that had strong search volume and low competition. We then focused on incorporating these keywords into the client's website content, meta tags, and other key elements of their site to improve their ranking for these keywords.

### Keywords by Intent



Intent

● Informational	37%
● Navigational	27.4%
● Commercial	21.5%
● Transactional	14.1%

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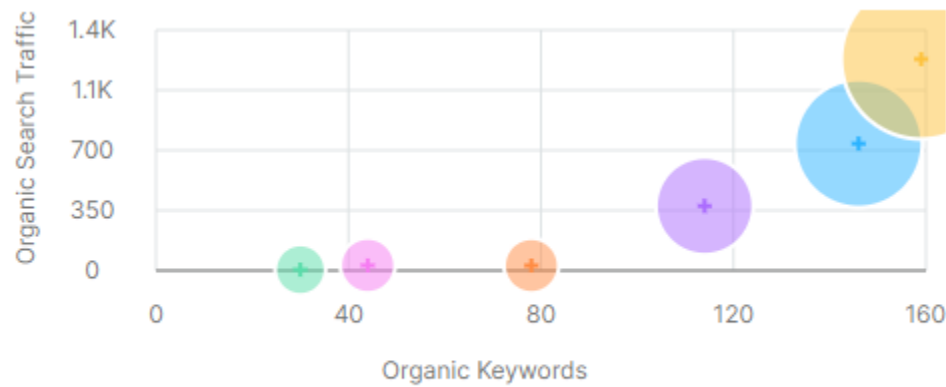
## Competitive Gap Analysis

We conducted a competitive gap analysis to determine how the client stacked up against their competition. We analyzed the websites of their main competitors to identify their strengths, weaknesses, and areas of opportunity. We also researched their competitors' keywords and backlinks to see where the client could improve their strategy.

## SEO Campaign

Once we had a clear understanding of the client's website and their competition, we developed a customized SEO strategy for their business. This included on-page optimization, technical SEO improvements, and link-building campaigns. We also created high-quality content such as blog posts and articles to attract new traffic and

backlinks to the website.



Our managed SEO service took care of everything from keyword research to content creation and link building, allowing the client to focus on running their business. We provided monthly reports to track progress and adjust our strategy as needed.

## Results

Within just three months, the client's website traffic had increased by over 50%, from 5,000 monthly visitors to 7,500. We also saw significant improvements in their search engine rankings for their targeted keywords, with several keywords moving from page 2 or 3 to the first page of search results.

The client was thrilled with the results of our SEO campaign and the impact it had on their business. They saw a significant increase in leads and revenue from their website, and the return on investment was clear. With our ongoing SEO management, we're confident we can continue to drive growth and success for this construction company in the years to come.