

# SEO Case Study

## Summary

**Client:** [See privacy statement](#)

**Website:** [See privacy statement](#)

**Industry:** Concrete contractor

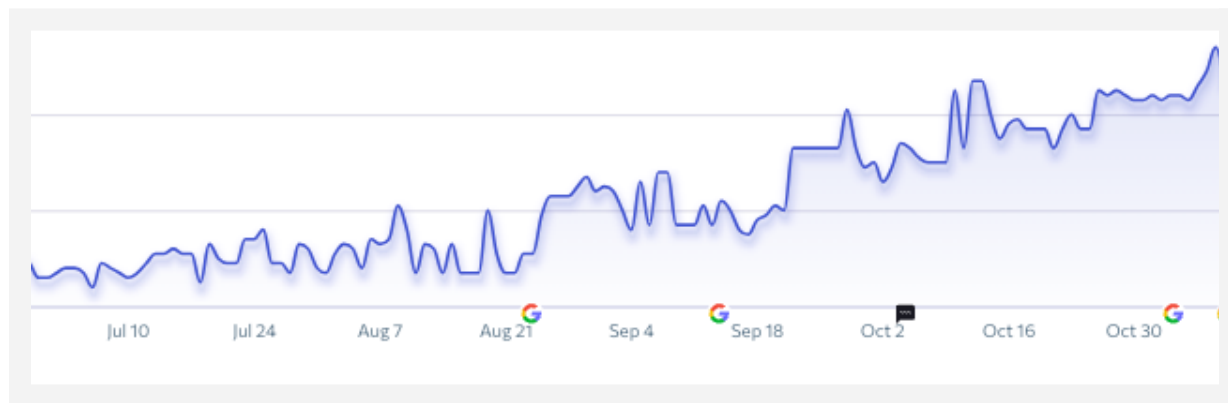
**Location:** New Jersey

**Problem:** [read more](#)

- Needed a more steady lead flow, year round
- Did not have a website that converted visitors to leads and customers
- No strategy or system for increasing / improving reviews

**Results:** [read more](#)

- Ranking at the top of all major search engines
- New inbound leads / customers everyday, booked for months in advance
- Hundreds of 5-star reviews (and new ones every week)
- Steady traffic increase



NOTE: This chart illustrates the remarkable upward trajectory in our client's search rankings (especially following a Google algorithm update). Unlike many that suffer penalties during such shifts, our diligent adherence to best practices and white-hat SEO techniques has not only shielded our client from downturns but has been rewarded with a significant boost in rankings. This ascent is a testament to our commitment to doing SEO the right way, aligning with Google's core updates aimed at enhancing the user search experience.

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## Client Background

A renowned concrete company providing concrete, masonry, and waterproofing services to both residential and commercial sectors since 1985. Despite having a solid business foundation, they sought to break the cyclic nature of their busy and slow seasons and achieve a consistent business flow throughout the year.

## Problem

Before 2019, they relied on traditional marketing strategies such as yard signs and local print ads, alongside a basic online presence. However, these efforts were not translating into the desired search traffic and lead generation, especially outside of their peak season.

## Objectives

The primary goal was to enhance their online visibility and searchability, ensuring they not only attracted more visitors to their website but also retained them, leading to increased conversion rates from browsing to actual leads and sales.

## Strategy

After thorough consultations to understand their vision and requirements, an SEO strategy was crafted:

- **Website Optimization:** Revamp the website for better user experience and engagement, to a clear, authoritative website to increase lead conversions.
- **SEO Keyword Optimization:** Target high-volume keywords to outperform local competitors.
- **Content Strategy:** Develop engaging content to drive organic traffic and move people to action– to call, set an appointment, and become a customer.
- **Local SEO Boost:** Strengthen their presence on social media and Google My Business listings.

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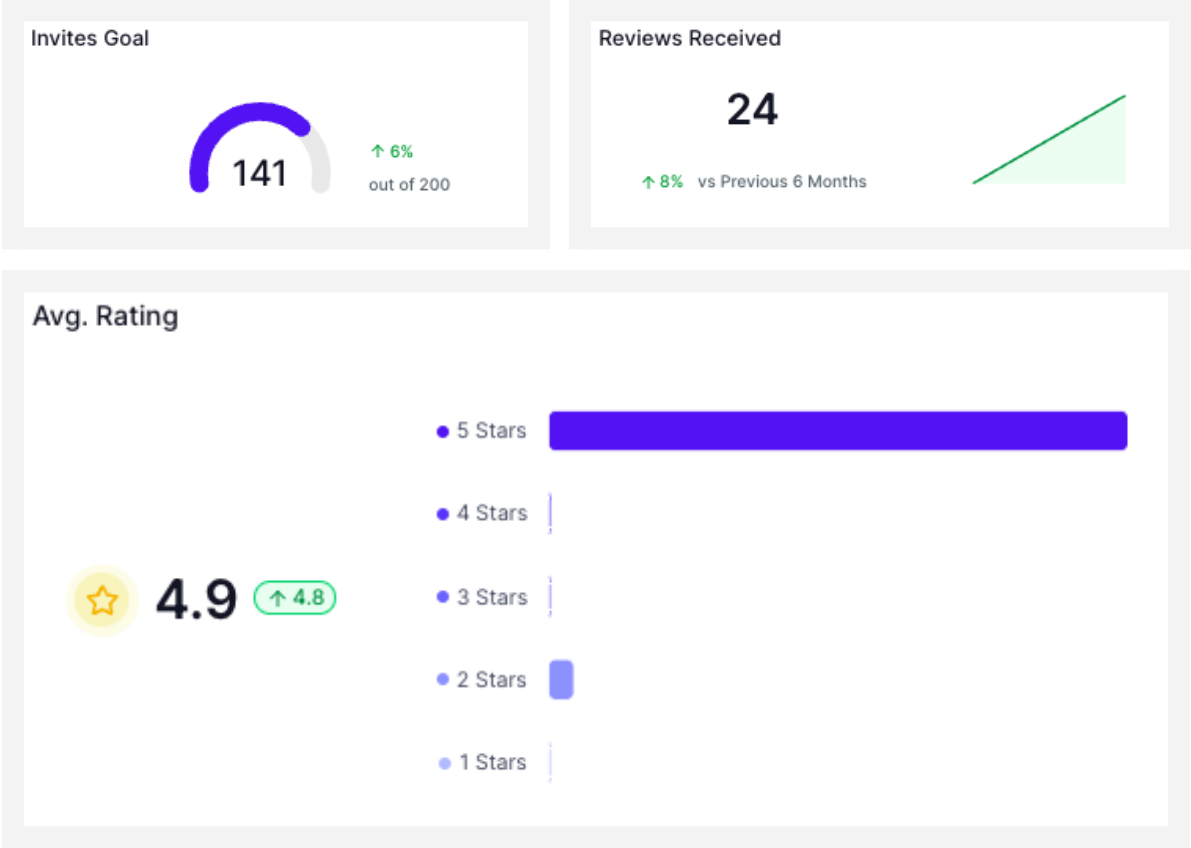
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- **Reputation Management:** Focus on accumulating positive customer reviews to enhance their reputation, further contributing to better search results and trust among potential clients.
- **Elevate Industry Authority:** Implement a backlink strategy with high-authority external sites, to enhance their search engine visibility and demonstrate their industry authority to Google.

## Results

- **Enhanced Search Engine Rankings:** First-page Google rankings for high-volume keywords.
- **Strengthened Reputation:** Boosted positive reviews, leading to improved search rankings and client trust – Hundreds of 5-star Google Reviews (and rising fast).

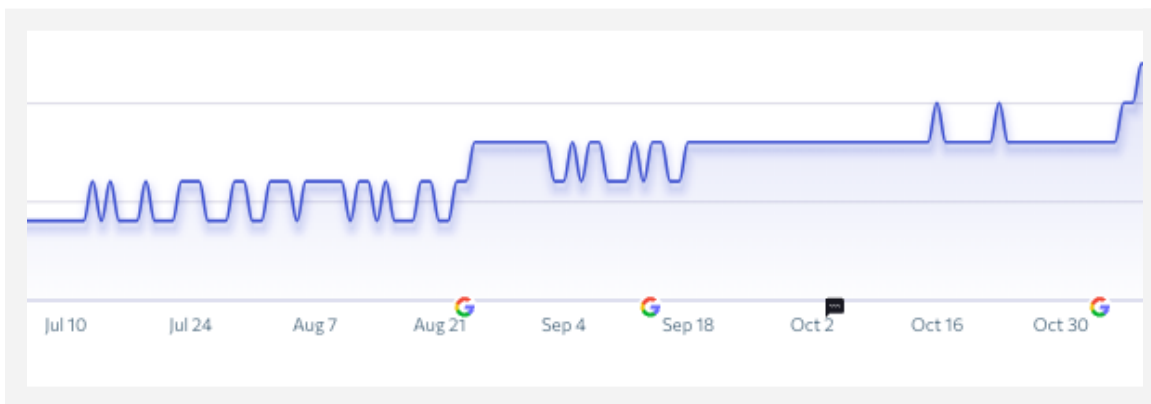


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- **Higher Conversion Rates:** A clear, authoritative website resulted in increased lead conversions. More views, more clicks, more calls, and more customers.

“Thank you! We’ve never been this busy. We’re booked out for 3 months.”

- **Elevated Industry Authority:** High-quality backlinks signaled to search engines their relevance and authority, putting extra distance between them and their competitors, enabling them to improve their visibility and grow even faster.



## Conclusion

The contractor’s comprehensive digital marketing overhaul—including SEO, reputation management, Online user experience enhancement (website and social media), and authority building through strategic backlinks—has cemented their dominance in the local market and showcases the transformative power of an integrated online strategy.

## Client Privacy Notice:

To respect the privacy of our clients, we have withheld the name and specific details of the client referenced in this case study. If you wish to obtain this information, you must agree to uphold the client’s privacy by refraining from contacting them without their prior written approval. This ensures our clients’ business operations are protected from unsolicited contact. If we end up working together, we will treat your privacy with the same level of respect.

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