

SEO Success

Local Roofing Company



Before SEO

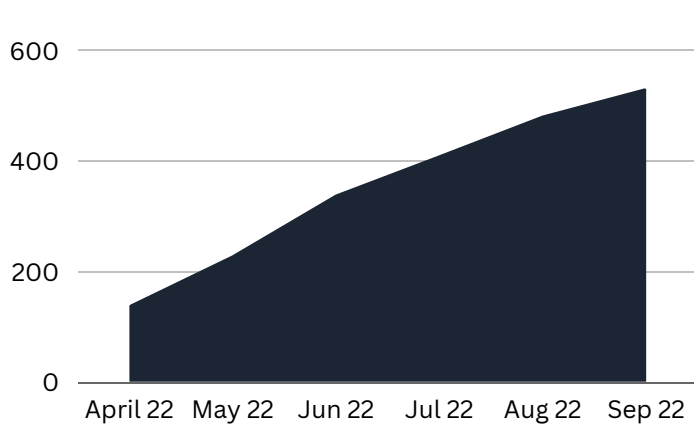
(Being at the right place at the right time)

A local roofing company came to us in April with a very poor performing website. An SEO audit on the site showed an overall website score of 39 out of 100 with large deficiencies in both onsite and offsite optimization; as well as poor content for keywords. They also had very little exposure to backlinks and the appropriate directories. After we created a new website for the company, they approached us about doing SEO services. At the time they only ranked for a few of the desired keywords.

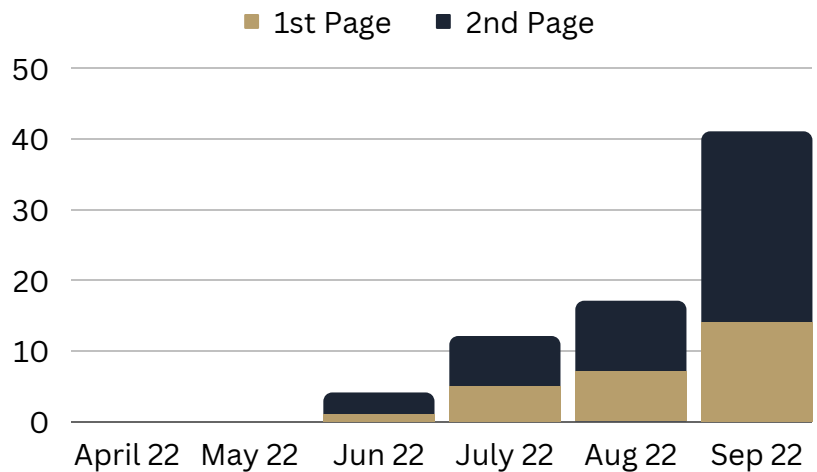
Our Approach

- We identified how potential customers were searching through extensive keyword research
- We designed and implemented an SEO Campaign that included on page and off page optimization around the targeted keywords
- We created content appropriate on the site in a way to maximize keyword searches
- We ensured that all the names, addresses and phone numbers were correct, complete and consistent across all key sites, including top tier directories such as Google My Business, Apple Maps, and Bing Local
- We developed and distributed SEO friendly content on relevant websites

Link Acquisitions



Keyword Ranking 1st & 2nd page



Hurricane Ian Impact: On September 28th Hurricane Ian hit southwest FL with 150 mph winds and a 15 ft storm surge. In the first **3 weeks** after the storm hit, the **SEO** work we have put in place resulted in **350** people who **organically** searched and **found** our company. These searches resulted in **34** documented **calls** and **44** **form fills/request** for estimates. **Our customer** has experienced an **average close rate** of **70%** with an **avg. invoice** amount of **\$12,000** resulting in new booked sales of over **\$655,000** for just the last **3 weeks**.

Close Rate

65-70%

**Incremental Sales
From Organic Search**

\$655,000

**Average
Invoice Amount**

\$12,000