

# SEO CASE STUDY

## ROOFING SERVICES

### Prior to SEO

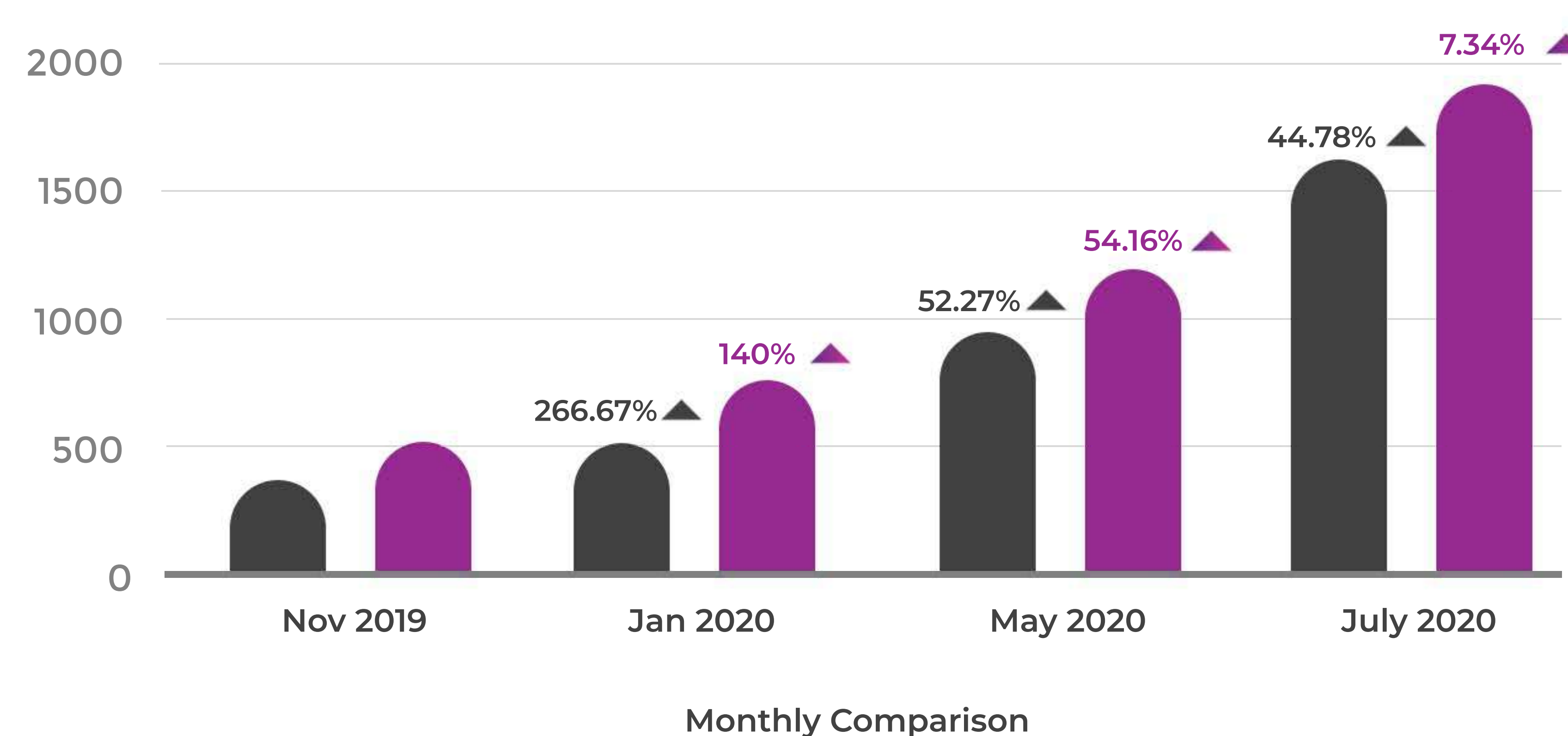
The client approached us in August 2019 with no online presence. They wanted to improve their local presence by increasing organic rankings and traffic to their website and increase clientele. At the time they signed on for our SEO services, zero keywords ranking on the first page of major search engines.

## SEO APPROACH

- We identified how potential customers were searching through extensive **keyword research**.
- We designed & implemented an SEO campaign that included **on-page** and **off-page optimization** around their targeted keyword terms.

### Google Analytics Insights

● Organic Traffic ● Total Sessions



## Keywords Ranking on First Page in Major Search Engines

### BENCHMARK

August 2019



**0 Targeted keyword**

Were Ranking on Page 1.

### JANUARY 2020

January 2020



**13 keywords**

On the first page 60 days later.

### BY AUGUST 2020

August 2020



**29 keywords**

Now rank on the first page of search engines.