

OVERVIEW

Client

Commercial General Contractor

Campaign Length

20 months

Geography

East Coast U.S.

Total Investment

\$52,000

Objectives

Increase phone calls and form submissions from client's identified target audience.

Products Utilized

Organic SEO

RESULTS

87%

More conversions

24%

Higher engagement rate

14%

More engaged sessions

35%

Increase in clicks

STRATEGY & SOLUTIONS

- This client was looking to realign their website's target audience after 60% of incoming calls they received were primarily focused on residential projects, not commercial.
- Our team added a blog to their website to help them rank for specific keywords and reach their target audience effectively.
- After establishing a content strategy around focused keywords, we shifted to building site authority through backlinks and expanding the content, as well as cleaning up on-page optimizations.