

CASE STUDY

Construction Local SEO Campaign

Industry

Construction—Custom Homes

Campaign Period

6 months

Campaign Type

Local

Location

Los Angeles, CA

SEO Hours per Month

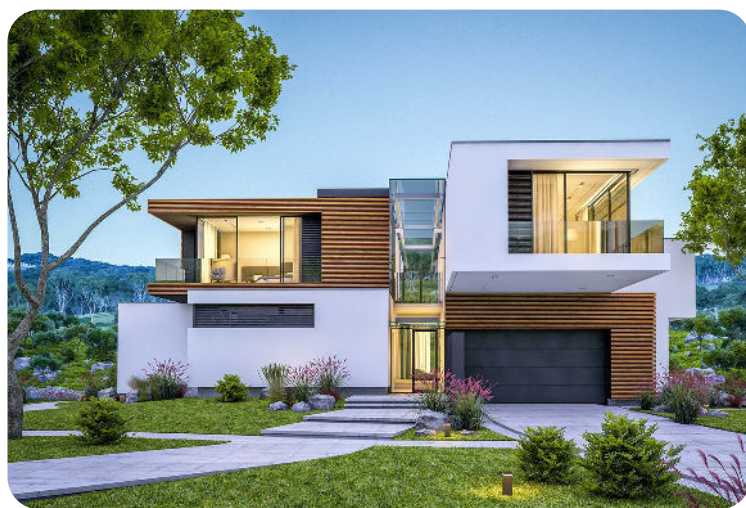
20

Goal

Rank above the local competition

Strategy

Our teams began the campaign by heavily retargeting keywords to include residential and home remodeling to enable our client to become more relevant than their local competitors in these fields. We added a web page dedicated to customer reviews and testimonials which were extremely valuable to the client's authority.



Performance

14

Average Ranking for All Keywords

07

Keywords on Page 1 of Google

Results

KEYWORD PHRASE	PAGE	RANK
custom home remodeling contractor los angeles ca	1  1	4  1
custom home builder los angeles ca	1  1	11  5
custom home builders los angeles ca	11  1	101  6
residential contractor los angeles ca	11  1	101  6
home remodeling contractor los angeles ca	2  1	2  7