

# SEO Success Case Study

Industry: Residential Solar Contractor & Roofing  
Business Structure: Chain



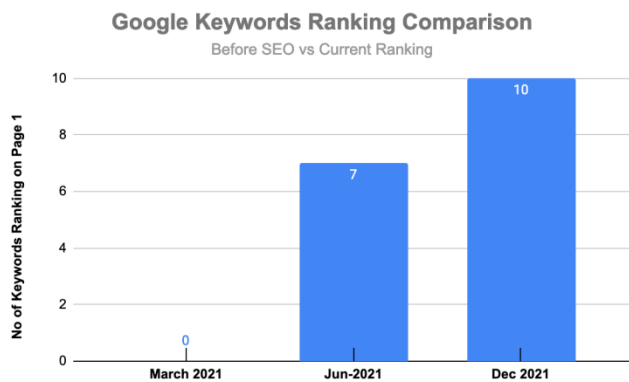
## Before SEO

The client came to us in **March of 2021**, with an average online presence. They wanted to improve their local digital presence by increasing organic rankings and traffic to their website to increase customer leads. At the time they signed on for our SEO services, **no keywords** were ranking in Google search engines.

## 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 their targeted keyword terms.
- We ensured that all name, address, and phone number information was correct, complete and consistent across key sites, including top tier directories such as **Google My Business** and **Bing Local**.
- We developed and distributed **SEO friendly content** on relevant websites.

## Keywords Ranking on First Page in Major Search Engines\*



### Initial Ranking

At the time they signed on for our SEO services, no keywords were ranking in Google search engines.

March 2021

### After 3 Months

90 days later, the website went from ranking for 0 keywords on Page 1 of results to ranking for **7 keywords** on the first page. An increase of 700%.

June 2021

### By Dec 2021

At initial of the campaign, 0 keyword were ranking on page 1 of Google, but now **10 keywords** are ranking on page 1 of Google. An increase of more than 1000%.

Dec 2021

## Google Analytics data

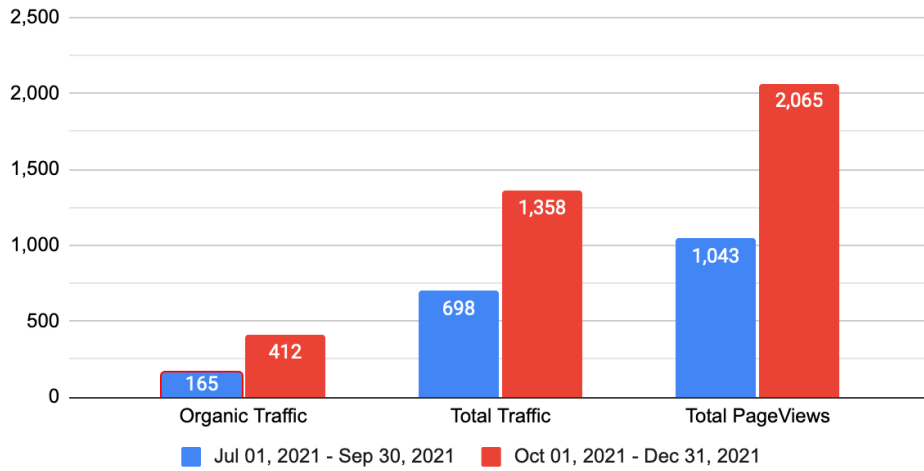
**123.36%**  
Increase in Overall Website Traffic. **1358** Overall visits received in last 3 months.

**149.70%**  
Increase in Google Organic Sessions. **412** Organic visits received in last 3 months.

**97.98%**  
Increase in Website Pageviews. **2065** Pageviews received in last 3 months.

## Google Analytics Traffic Comparison

Last 3 Months vs Previous 3 Months



## Google Search Console

Last 3 Months Clicks: **177**  
Previous 3 Months Clicks: **21**

Last 3 Months Impressions: **4.1K**  
Previous 3 Months Impressions: **1.5K**

## Google Search Console Data Comparison

Last 3 Months vs Previous 3 Months

