

SEO CASE STUDY

Family Roofing Company

Client is a family-owned roofing and exterior company serving the greater Austin, TX area. Along with our standard on-site SEO methods, we added more than a dozen landing pages and several service pages to improve keyword targeting. Results after 10 months show across-the-board improvement in organic traffic, impressions, and keyword rankings.

Campaign Snapshot



Data from UberSuggest

Impressions



Data from Google Search Console

Visibility at Launch

#1 Keyword Rankings	1
Top 5 Keyword Rankings	1
First Page Keyword Rankings	1
Rankings in the First Two Pages	3
Ranking that Improved	N/A
Rankings that Declined	N/A
Rankings that Stayed the Same	NA
Total Rankings Gained/Lost	N/A

Visibility @ 10 Months

#1 Keyword Rankings	13
Top 5 Keyword Rankings	46
First Page Keyword Rankings	87
Rankings in the First Two Pages	104
Ranking that Improved	57
Rankings that Declined	21
Rankings that Stayed the Same	26
Total Rankings Gained/Lost	↑311