

Restoration Case Study

This roofing, renovation, and hail restoration company in Florida came to us to increase organic traffic and leads. By optimizing on-page elements, creating optimized localized content, and increasing their local presence in their service areas we increased organic conversions by 26% in a 6 month period. Many of these conversions were for large commercial roofing projects which is where the client wanted to grow as that is the client's most profitable service. We saw very significant increases in searches (+76%) and views (+127%) generated from their Google My Business listing. We also saw steady keyword increases over the first 6 months, jumping up 90+ spots for high search volume keywords like "siding installation", "roofing installation", "roof tarping", and "hail damage roof".

Conversions	26% increase
6 months since start	142
Previous 6 months	112

Goal Completions

Organic Traffic

26.79%

142 vs 112



Goal Value

Organic Traffic

0.00%

\$0.00 vs \$0.00



Goal Conversion Rate

Organic Traffic

33.98%

12.59% vs 9.40%



Total Abandonment Rate

Organic Traffic

0.00%

0.00% vs 0.00%



Form Submit Contact (Goal 1 Completions)

Organic Traffic

40.00%

42 vs 30



Lead Click Phone (Goal 2 Completions)

Organic Traffic

21.95%

100 vs 82



Local Visibility Increases	Searches +76%	Views +127%
6 months since start	21,027	38,688
Previous 6 months	11,939	17,007

Month	Queries	Views
Jun 2020	3528	5972
May 2020	3124	5100
Apr 2020	2178	3408
Mar 2020	2629	4273
Feb 2020	4392	8738
Jan 2020	5176	11197
Dec 2019	2730	5978
Nov 2019	1303	1657
Oct 2019	2535	2899
Sep 2019	1399	1784
Aug 2019	1863	2183
Jul 2019	2109	2506

Keyword Increases

Keyword	Life ↑	Search Vol. ↓
hail damage roof	↑ 99	6,600
roof tarping	↑ 97	5,400
siding installation	↑ 93	6,600
roof installation	↑ 90	6,600
roof tarping	↑ 82	5,400
roof repair free estimate	↑ 77	210
metal roof installation	↑ 47	12,100
tile roof installation	↑ 46	720
roofing company orlando fl	↑ 43	320
roof repair orlando fl	↑ 43	90
roofing orlando fl	↑ 42	590
siding repair	↑ 28	9,900
commercial roofing orlando	↑ 24	110
ridge vents	↑ 9	18,100
commercial roofing orlando	↑ 8	110
roofers in orlando fl	↑ 4	590