
SEO Case Study: From Zero to Hero in the Renovation Business

Description

Do you want to turn more potential customers into actual clients for your renovation company?

If you're like 69% of construction firms, the answer is a resounding yes.

Well, here's some brilliant news for you: the top marketing channel for converting leads is SEO (Search Engine Optimisation), which turns potential customers into actual clients at an impressive rate of 14.6%.

To put that into perspective, traditional marketing methods like direct mail and print adverts only manage to close deals about 1.7% of the time. That's quite a difference!

What's more, over 90% of all online experiences start with search engines like Google. This includes people looking for home renovation services. So, if your website isn't optimised for phrases like 'bathroom renovations near me', you're missing out on a lot of potential business.

Another great thing about SEO is that it's a long-term strategy. Once it starts working, the results keep coming in for the foreseeable future. Imagine if one of your renovation web pages ranks first on Google for a phrase that your target audience searches for all the time (like 'bathroom renovation near me'). You'll keep getting visitors and potential clients as long as you stay in that top spot.

This was exactly the case for the company we're focusing on in this study. They were a renovation business struggling to get any attention on Google. But that all changed when they got in touch with us at Clout. We managed to completely turn around their organic traffic (that's the visitors who find your website through search engines rather than adverts).

Take a look at this graph (the orange line shows organic traffic):

[Image of a graph showing increasing organic traffic]

When all was said and done, we increased their organic traffic by 14% in just six months, and the results are still coming in.

Keep reading to find out how we did it!

The Client: A Promising Renovation Company in Need of Online Visibility

Our client is a well-regarded renovations company from Toronto, specialising in bathroom, kitchen, condo, and basement renovations.

They were a brand-new company just starting out, but the clients they had already worked with were really impressed by their expertise.

However, because they were so new, they were going through what we call the ‘new website obscurity’ phase.

You see, Google prefers to show older, more trusted websites in its search results. This means newer websites have a harder time getting noticed at first. In other words, they have to prove themselves to be trustworthy before Google’s system will reward them with high rankings.

Despite this challenge, the client had a well-designed website that they were keen to show off to the world.

The problem was that hardly anyone was visiting their site. Most of their web pages were getting zero visits each month.

Their team knew they needed to build authority for their website so they could start appearing in search results for important phrases related to their renovation services.

It was also crucial to drive as much traffic as possible to their main renovation pages to generate leads (that’s potential customers who show interest in their services).

After looking at a few services online, they read some of our glowing reviews and case studies before deciding that Clout was the way to go.

They reached out to us for a free digital marketing consultation to discuss their goals, which were:

1. Build authority for their website
2. Appear in search results for phrases related to their key services
3. Drive more traffic to their renovation pages

This sounded like a perfect job for Clout X, so we signed them up for a campaign.

Getting Started with Clout X

Whenever a client with an existing, established presence needs a comprehensive SEO strategy, we recommend Clout X because it’s our fully managed service.

We connect each client with a dedicated campaign manager who provides regular updates and creates a strategy unique to their industry.

For our renovations client, we knew our focus was going to be on link-building to develop authority and content creation to start appearing in search results for relevant phrases.

Before we did any of that, though, we needed to do an SEO audit.

The SEO Audit: Finding Quick Wins

An SEO audit involves analysing the client’s website to see if there are any obvious problems, like slow loading speed.

We also look for 'quick-win' phrases, which are phrases the website already appears for in Google search results, just not on the first page.

For this client, we found more than 20 quick-win opportunities that we acted on immediately. These were phrases where the website was appearing in positions 4 to 30 in search results, and we knew that we could boost them with a little tweaking.

Our improvements included:

- Building backlinks (links from other websites) for the quick-win pages
- Including the target phrases in all the right places on the web pages

Once the audit was done, we moved on to the main phase of the campaign.

The Strategy: Link-Building for Renovation Pages and Blogging

The heart of the strategy came down to building high-value backlinks and creating regular blog posts each month containing trending phrases.

This ensured that the website slowly built authority while attracting organic visitors to new blog posts to generate leads.

The blog posts we wrote focused on trending phrases that we discovered related to condo and bathroom renovations.

For building links, we used a combination of reaching out to other websites and inserting links into existing content.

Here's an example of a backlink we built from a guest post on a related website. As you can see, it has a high Domain Rating (DR) score of 66, which means it holds a lot of authority:

[Image of a backlink example]

This is just one of the valuable backlinks we built for the client, and they had a significant impact on their search rankings and traffic.

The Results: Quick Boosts in Traffic, Appearing in Search Results for Dozens of Renovation Phrases

The client's traffic increased by 14% in just 6 months, which finally brought some much-needed life to the client's website.

They're now appearing in search results for dozens of valuable industry phrases that continue to bring traffic to their renovation pages to this day (and will for the foreseeable future, too).

The site's traffic transformed from complete stagnation into a rising star, and it's all thanks to the power

of SEO.

Also, the guest posts and link placements we built continue to generate referral traffic for the client. This comes from organic visitors who decide to visit our client's site by clicking on one of the backlinks we built.

What This Means for You

If you're running a renovation company, or any business for that matter, this case study shows just how powerful SEO can be. Here's what you can learn from it:

1. **SEO Takes Time:** Don't expect overnight results. It took six months to see a 14% increase in traffic. But once it starts working, the results keep coming.
2. **Content is King:** Regular blog posts about trending topics in your industry can attract more visitors to your site.
3. **Backlinks Matter:** Building high-quality links from other reputable websites can significantly boost your site's authority and search rankings.
4. **Quick Wins are Important:** Look for phrases where you're already ranking, just not on the first page. These can be easy to improve.
5. **Professional Help Can Make a Difference:** Sometimes, it's worth getting experts like Clout to manage your SEO strategy.

Remember, every business is unique, and what worked for this renovation company might need to be adjusted for your specific situation. But the principles remain the same: focus on creating quality content, build authoritative backlinks, and optimise your site for the phrases your potential customers are searching for.

Do you want to improve your renovation company's online visibility?

Clout X is your ticket to simple SEO success, so don't wait to reach out for a free consultation to discuss your needs in more detail. With the right strategy, you could see your website traffic and potential customer base grow significantly, just like the company in this case study.

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