

SEO

CASE STUDY

How our roofing client experienced a 1600% website traffic increase by hiring us.



TABLE OF CONTENT

OVERVIEW	1
BACKGROUND	2
CHALLENGES	3
SOLUTIONS	4
KEY METRICS	9
RESULTS	10
CONCLUSION	11

OVERVIEW

Results Roofing is a roofing company having presence in several states in the USA. Our team specifically worked with them to make them more visible in the area and get more traffic to the website.



Client: Results Roofing

Industry: Roofing Services

Initial Traffic: 200 organic search visits/month (January 2022)



Traffic After SEO Implementation: 3,400 organic search visits/month (February 2024)



Traffic Increase: 1,600% over two years

BACKGROUND

Results Roofing, a leading roofing company, approached us in January 2022 to improve their online presence and increase organic search traffic to their website, resultsroofing.com.

At the start of our engagement, the site was receiving 200 organic search visits per month. Our goal was to significantly boost this number by implementing a comprehensive SEO strategy.

CHALLENGES

Despite having a highly structured SEO strategy, our team at RISE ROOFERS struggled to reach their target audience. Their website had low traffic, and their conversion rate was not meeting their expectations.

Low Organic Traffic

The initial organic search traffic was minimal.

Limited Online Visibility

Results Roofing had a limited online presence, with few high-ranking keywords.

Competition

The roofing industry is highly competitive, with many established players vying for top search rankings.

SOLUTIONS

To overcome these challenges, we implemented a multi-faceted SEO strategy, focusing on the following key areas:

COMPREHENSIVE KEYWORD RESEARCH

We conducted thorough keyword research to identify high-potential keywords related to roofing services. This included:

- Long-tail keywords with lower competition
- Local search terms targeting specific service areas
- Industry-specific terms with high search volume

SOLUTIONS

ON-PAGE SEO OPTIMISATION

We optimized the website's on-page elements to improve its relevance and search engine friendliness. Key actions included:

- Optimized titles and descriptions for target keywords and click-through rates.
- Structured content with H1, H2, and H3 tags for better readability and keyword emphasis.
- Improved existing content and created new, high-quality content targeting identified keywords.
- Enhanced internal linking to improve site navigation and distribute link equity.

SOLUTIONS

TECHNICAL SEO IMPROVEMENTS

We addressed technical issues to ensure the site was easily crawlable and indexable by search engines:

- Optimized titles and descriptions for target keywords and click-through rates.
- Improved page load times to enhance user experience and search rankings.
- Ensured the site was fully responsive and mobile-friendly.
- Updated and submitted the XML sitemap and ensured the robots.txt file was correctly configured.

SOLUTIONS

LOCAL SEO

We focused on local SEO to capture traffic from users searching for roofing services in specific areas:

- Claimed and optimized the Google My Business listing with accurate information, photos, and customer reviews.
- Built and corrected citations on local directories and review sites.
- Created location-specific landing pages to target different service areas.

SOLUTIONS

LINK BUILDING

We implemented a strategic link-building campaign to enhance the site's authority and search engine rankings:

- Published high-quality guest posts on relevant industry blogs.
- Built relationships with industry influencers and local businesses for backlink opportunities.
- Created shareable content, such as infographics and blog posts, to attract natural backlinks.

KEY METRICS

Organic Traffic Growth: Increased from 200 to 3,400 monthly visits.

Keyword Rankings: Achieved top 10 rankings for over 50 target keywords.

Local Search Visibility: Improved local search rankings, resulting in higher traffic from service areas.

Backlink Profile: Acquired high-quality backlinks, boosting the site's domain authority.

RESULTS

By February 2024, the comprehensive SEO strategy had significantly increased organic search traffic to their website.

The site's monthly organic search visits grew from 200 in January 2022 to 3,400 in February 2024, representing a remarkable 1,600% increase in organic traffic.

Website
traffic

16X

Top Ranking
Keywords

50+

Overall ROI

1600%

CONCLUSION

The successful SEO strategy implemented for resultsroofing.com demonstrates the significant impact of a well-rounded, data-driven approach to search engine optimization. By addressing on-page, technical, local, and off-page SEO factors, we achieved a substantial increase in organic search traffic and improved the site's overall visibility and performance in search engines.

Results Roofing now enjoys a strong online presence, attracting more potential customers and growing their business through enhanced organic search visibility.

THANK YOU!

Interested in getting outstanding results for
your roofing company as well?

Let's connect to see how we can work
together.

RISE ROOFERS

CONTACT

+1 307 400 1318
HELLO@RISEROOFERS.COM
WWW.RISEROOFERS.COM