

CASE STUDY

Roofing Company



SUMMARY Rebranded and redesigned a roofing company website to more accurately depict services offered and areas served. Rocks Digital completely overhauled this site to improve keyword rankings and give users a better experience.

GOAL Redesign the website to showcase all the client's services; remove the services no longer offered; improve the rankings in search for each location by adding SEO-optimized content.

PROBLEM This client had a website that was no longer working for them. Because the site had not been well-maintained, there were multiple pages with little-to-no content. The business name was incorrect throughout the website, the phone numbers were not hyperlinked, there was no internal linking – and there were many city pages with duplicate content.

SOLUTION Rocks Digital worked tirelessly on this website to give it a much-needed facelift with the following objectives.

- ✔ Audit the entire website for uses of the (incorrect) business name.
- ✔ Rewrite page titles and meta descriptions to improve rankings and increase click-through from search results.
- ✔ Create an organized navigation menu that would improve the user experience.
- ✔ Add service pages with internal linking, include calls to action and click-to-call hyperlinks.
- ✔ Write new location pages that are optimized and feature keyword-rich headings.
- ✔ Rework service area pages, adding content where necessary.
- ✔ Audit city pages and clean up duplicate content issues.

RESULTS

This brand is not an ongoing SEO client. The data extracted below is based on the residual results of the optimization completed by Rocks Digital through November of 2023.

PAGE VIEWS

1.3K from April 1, 2022 to July 1, 2022

3.5K from April 1, 2024 to July 1, 2024

↑ Page Views Increased **2.2K**



WEBSITE CLICKS FROM SEARCH RESULTS

264 from April 26, 2022 to July 25, 2022

575 from April 26, 2024 to July 25, 2024

↑ Clicks Increased **311**

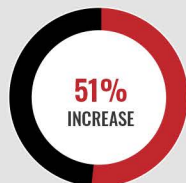


WEBSITE IMPRESSIONS IN SEARCH RESULTS

259K from April 26, 2022 to July 25, 2022

391K from April 26, 2024 to July 25, 2024

↑ Impressions Increased **132K**



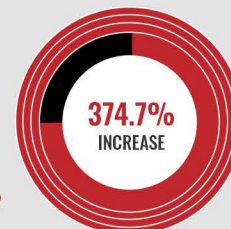
KEYWORDS IN SEARCH RESULTS

178 Keywords in November 2022

845 Keywords in November 2023

↑ Overall Keywords Increased **667**

↑ **350%** Top 3 Positions Increase



KEYWORD POSITION SAMPLING EXTRACTED AUGUST 6, 2024

- #1 roofers in san antonio
- #2 commercial roof replacement in texas city tx
- #3 commercial roof leak detection in dfw
- #5 commercial roofing near me

DATA SOURCES:

Page views extracted from Google Analytics.
Website clicks, impressions and keyword positions extracted from Google Search Console.
Keywords in search results extracted from Semrush.