

WHITELABELSEO

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 |