

CASE STUDY

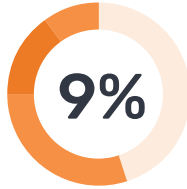
Valley Restoration & Construction and InSync Media

Regional SEO Package
January 2018 - August 2018



QUICK FACTS

In 8 months:



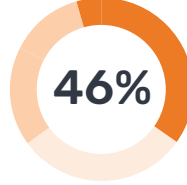
Total search volume increased 9% over 160 keywords



Keywords ranking in the top three results increased by 200%



Page views increased 70%



Visitors spend 46% more time on the site



THE CLIENT

Valley Restoration and Construction is a water and fire restoration company in Western Colorado. They also provide asbestos and radon testing and remediation. They serve a multi-city region over a wide regional geographic area.

THE CHALLENGE

While Valley was well known in their local city, they were getting beat handily out of search results from a national franchise with a big marketing budget.

When we first looked at their SERP results (Search Engine Results Page) back in January 2018, the national chain was taking the top 5-10 spots for industry prominent keywords.

To add insult to injury, the main keyword Valley was ranking for: “carpet cleaning near me,” wasn’t even their main service, and they did not want to be advertising that service.

THE STRATEGY

InSync Media’s approach to SEO is holistic, looking at every aspect related to ranking and optimizing for the top opportunities.



Identifying the top 200 keywords related to their industry



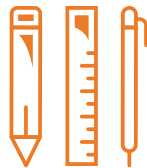
Creating a media outreach plan to backlink these keywords to the website



Writing and distributing press releases



Syncing up their business directory citations over 70 websites



Development of creative assets for organic sharing



Cleanup of their website to optimize for specific keywords



Site speed optimization



Regular blog posts to increase the content organically on their website



Paid search through the Google Advertising Network



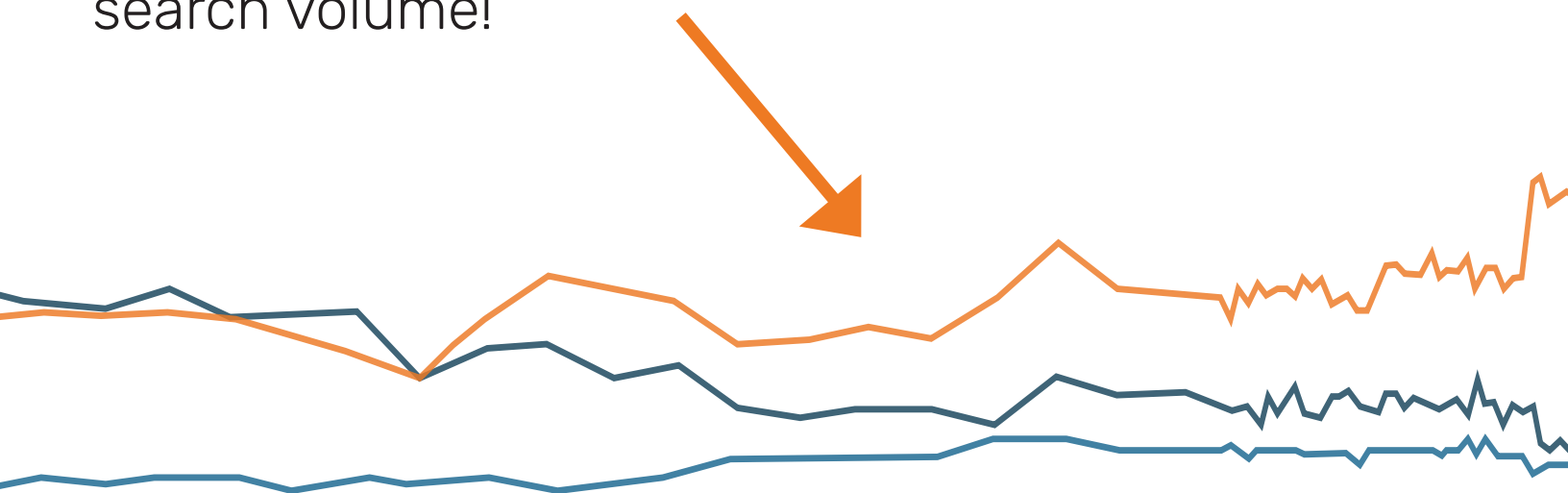
THE CONTENT

The basis of organic SEO is the content that is produced and shared over networks. We developed a series of shareable graphics, videos, and written content that was then utilized for social and network sharing.

THE RESULTS

Most organic SEO efforts take at least 6 months to see measurable results. The results we achieved for Valley in 9 months is only the beginning. **We fully anticipate completely taking over page one search results for their keywords within two years.**

Yes, we are the orange line dramatically going UP in search volume!



Search volume compared with competitors over the course of 9 months.

SOME OTHER INTERESTING STATS

70%

We learned we were reaching the right audience with our SEO efforts, as website visitors spend an average of 46% more time on the site, and page views increased by 70%.

200%

Keywords ranking in the top three search results increased from 21 to 63 different keywords.

46

**Page One
Keywords**

Our top competitor lost 28 keywords on the first page of Google, while Valley increased by 46 keywords.

15%

Our top competition decreased in page 1 search volume by 6% while we gained 15%.

Interested in taking your website to the next level with SEO? Contact InSync Media for a free evaluation of your current position with Google. info@insync.media

Learn More!