

SEO CASE STUDY

CONSTRUCTION OPTIMIZE

CAROLINA COMMERCIAL SYSTEMS



ABOUT CAROLINA COMMERCIAL SYSTEMS

Carolina Commercial Systems performs services on all sizes and types of commercial and residential equipment. All of their service technicians have the latest tools and diagnostic equipment to perform repairs.

OVERVIEW

A site redesign is one of the riskiest times for ranking loss. Carolina Commercial Systems relaunched their website with many top 5 listings for major key phrases in their industry, and wanted to be absolutely sure they didn't lose that potential. Not only did we maintain the current rank for most of their key phrases, we helped raised their visibility on the major search engines (Google, Yahoo, & Bing).

CHALLENGES

- An outdated site that wasn't being updated.
- Primarily targeting the commercial construction industry, they wanted to grow the residential side of their business.

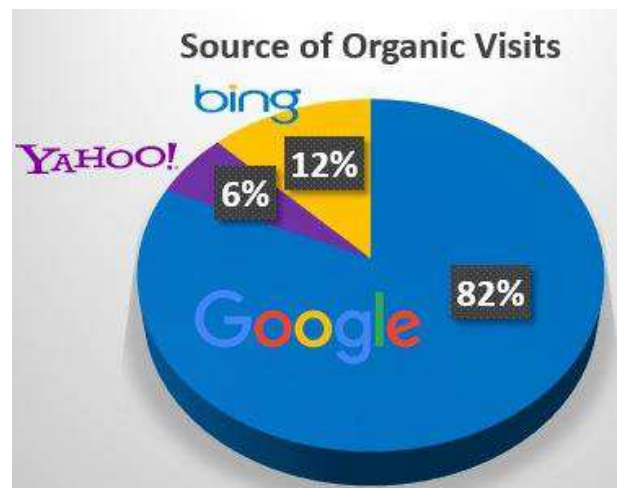
SOLUTION

A user-friendly responsive website redesign targeting the commercial construction industry and home owners. Implemented SEO (Search Engine Optimization) best practices and social media strategy to increase online visibility and brand awareness.

RESULTS

- 16 keywords rank #1 on the search engines.
- 27 keywords rank in the Top 10 on the search engines.
- Received 5-Star Ratings on Facebook, Yelp and Google

"Construction Optimize is always available to explore other avenues to connect with our customers such as Facebook, Twitter, and LinkedIn on a monthly and sometimes on a daily basis. We look forward to working with Construction Optimize for many years to come."
– Marsha Nivison



SOURCE: Google Analytics November 2016 - April 2017