

# SEO CASE STUDY

CONSTRUCTION OPTIMIZE



## ABOUT B&M ROOFING CONTRACTORS

B&M Roofing Contractors provides commercial roofing solutions: commercial and industrial single-ply roofing solutions, metal roofing, commercial shingle roofs, commercial wood shake roofing, commercial gutters, repairs and maintenance.



## OVERVIEW

A site redesign is one of the riskiest times for ranking loss. B&M Roofing Contractors 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- An outdated site that wasn't being updated.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 residential industry, they wanted to transition and target the commercial roofing industry.

## SOLUTION

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

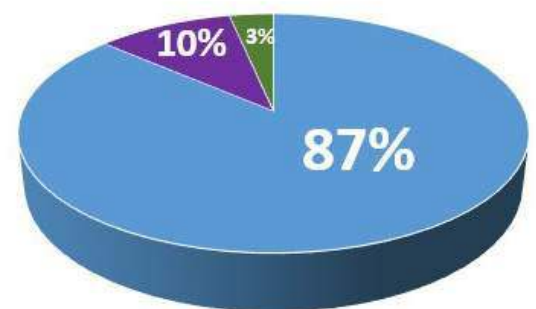
## RESULTS

- 11 keywords rank #1 on the search engines.
- Search Engines #1 source of traffic.
- Improved Google Ratings.

**“Construction Optimize took the time to get to know us and our company to gain insight and use that knowledge to design a site that is professional, user-friendly and delivers the results that we need to be successful in this industry.”**

*- Sharon Greer*

## Source of Organic Visits



■ Google ■ Yahoo ■ Bing

SOURCE: Google Analytics May 1 - August 28, 2017