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MARKETING**

Website Optimization for a Construction Company

How does a building construction and home remodeling company move its website to the first page of search engine result pages within 60 days?

The Client

The Client is a building construction company operating out of Portugal. In addition to providing construction and renovation services, the Client also handles interior/exterior remodeling and design projects and supplies high-quality windows, doors, and home fixtures.

To complement its offline marketing efforts, the Client wanted to generate more online leads by driving traffic to its website.

The website carried a wealth of information about building and construction, and it promised to provide immense value to the Client's target audience. However, a low ranking on search engine results pages (SERPs) meant little-to-no traffic. As a result, prospects couldn't find the site, and the Client missed out on hundreds of potential leads.

The Goal

The Client brought in Startup-n-Marketing (SnM) to improve its search ranking and open up a new stream of customer opportunities. And by leveraging smart search engine optimization strategies, we did what we always do: deliver results!

Within 60 days of taking over the Client's SEO management, we oversaw a transformative



turnaround, delivering a higher SERP ranking and subsequently, more traffic and prospective customers.

The Strategy

We started by carrying out a comprehensive audit of the Client's existing SEO strategy. This helped us figure out which practices were working and which ones needed to be optimized. This audit included:

- Content analysis
- Backlinks analysis
- Penalty analysis
- URL and meta tags analysis

Once the audit was completed, we had a better overview of the Client's SEO framework. This made the next step clearer and we quickly got to work implementing the necessary changes, including:

- Fixing on-page errors
- Enforcing content best-practices
- Optimizing URL and meta tags
- Monthly link-building

The changes outlined above were carried out by SEO professionals and they only capture a small part of the entire website optimization process. How effective the process was and the results Startup-n-Marketing delivered for the Client are highlighted below.

The Result

Within 60 days of taking over the Client's search engine optimization, we improved the ranking of its



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primary keywords, moving them from outside the top-100 pages to the number 1 page on SERPs. This created a constant stream of traffic to the Client's website, helping it generate more leads and sales opportunities.

KEYWORD	GOOGLE +
☆ roof carpentry	1 st
☆ custom home projects	1 st
☆ carpentry and roofing	1 st
☆ masterpiece construction algarve	1 st
☆ custom home projects algarve	1 st
☆ carpentry and roofing algarve	1 st
☆ custom built pools algarve	1 st
☆ italian vinyl flooring algarve	1 st
☆ luxury vinyl flooring algarve	1 st
☆ good house construction	2 nd
☆ plumbing projects algarve	2 nd
☆ folding doors algarve	2 nd
☆ bathroom specialists algarve	2 nd
☆ roof carpentry algarve	3 rd
☆ kitchen makeovers algarve	3 rd
☆ bathroom builders algarve	4 th
☆ home maintenance professionals algarve	4 th
☆ custom built windows and doors algarve	4 th
☆ luxury carpentry algarve	4 th
☆ custom built pools	5 th
☆ luxury custom home builders algarve	5 th
☆ bathroom builders	6 th
☆ bathroom refurbishment algarve	6 th



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