



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 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.

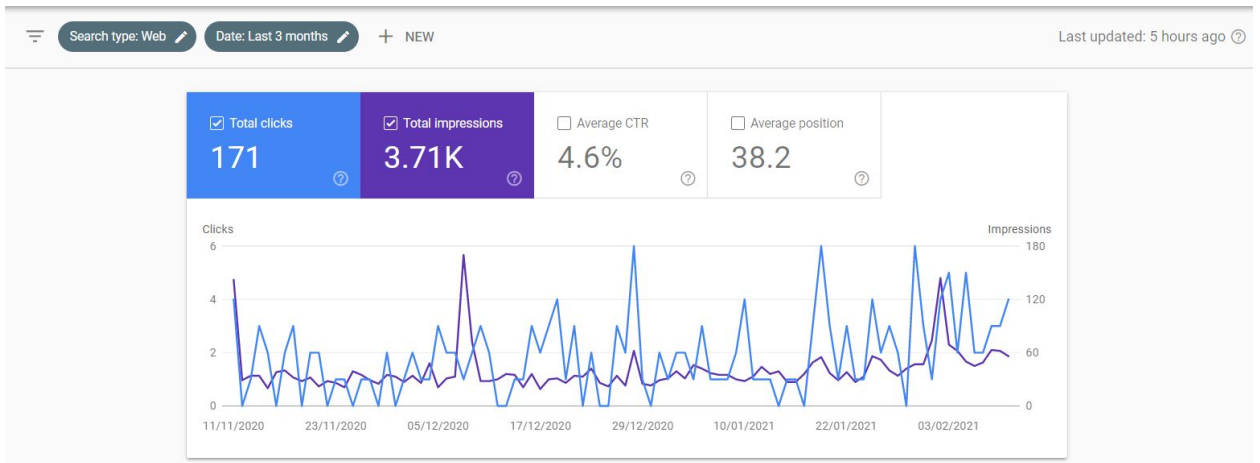
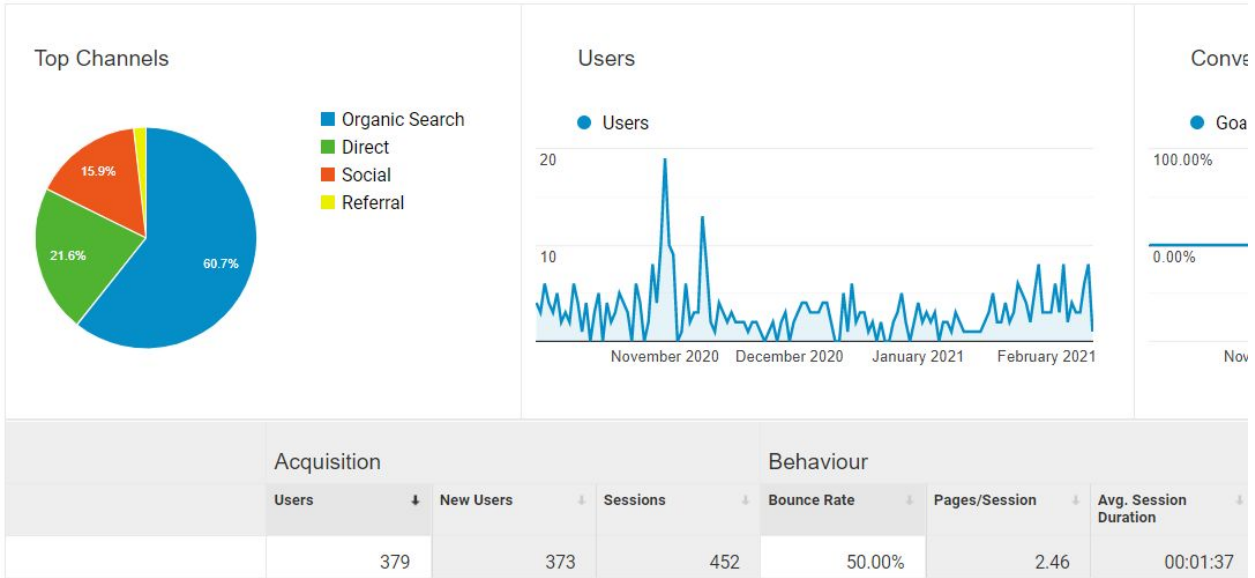
KEYWORD	GOOGLE ▲
☆ roof carpentry	1 st
☆ custom home projects	1 st
☆ carpentry and roofing	1 st
☆ masterpiece construction algarve	1 st
☆ custom home projects algarve	1 st
☆ carpentry and roofing algarve	1 st
☆ custom built pools algarve	1 st
☆ italian vinyl flooring algarve	1 st
☆ luxury vinyl flooring 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



KEYWORD	GOOGLE
☆ home renovation builders algarve	8 th
☆ bespoke carpentry solutions algarve	8 th
☆ house building contractors algarve	9 th
☆ complete renovation algarve	9 th
☆ home improvement services algarve	10 th
☆ kitchen renovations algarve	10 th
☆ ideal windows and doors algarve	11 th
☆ home refurbishment services algarve	11 th
☆ metal carpentry algarve	11 th
☆ italian vinyl flooring	12 th
☆ algarve windows and doors	12 th
☆ quality windows and doors algarve	13 th
☆ house remodeling algarve	13 th
☆ kitchen remodeling algarve	13 th
☆ maintenance services algarve	13 th
☆ construction companies around me algarve	13 th
☆ remodeling construction algarve	14 th
☆ kitchen remodeling contractors algarve	14 th
☆ house improvements algarve	14 th
☆ bespoke carpentry algarve	14 th
☆ home improvement design algarve	14 th
☆ home renovation companies algarve	15 th
☆ carpentry services algarve	15 th



Primary Dimension: **Top Channels** Conversion: **All Goals** [Edit Channel Grouping](#)



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