

SEO Case Study: Local Roofing & Home Improvement Services

By Jahid Hasan — SEO Specialist

Client Overview

Project name: Organic Traffic Increase For teamdavelogan

Project Urls: <https://teamdavelogan.com/>

Industry: Local Roofing & Home Improvement Services

Market: United States.

Platform: Service

CMS: Wordpress.

Project Duration: 6 Months

1. Project Overview

The client operates a local service business offering roofing, shading, and kitchen renovation services. Before SEO optimization, the website had minimal organic traffic and lacked visibility in local search results. It was under-optimized in terms of technical SEO, on-page structure, and local presence

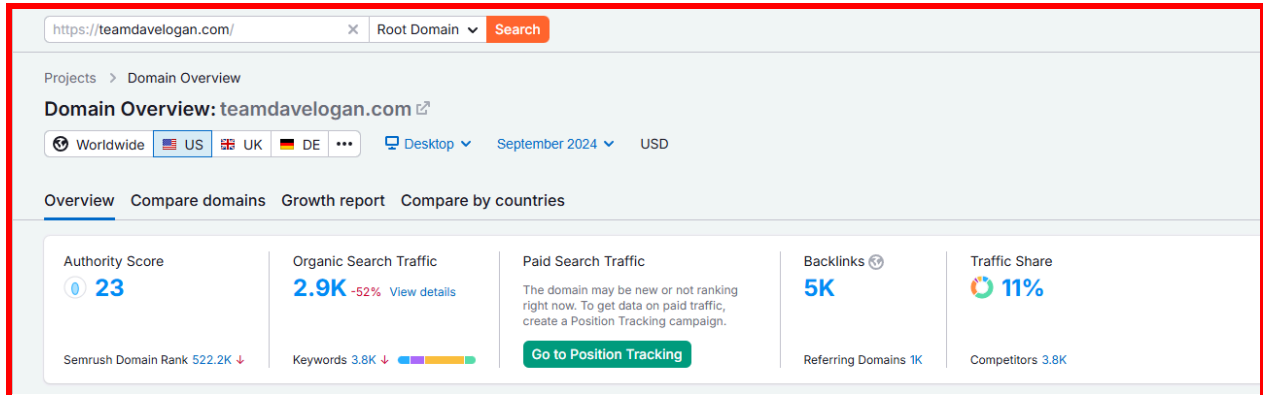
2. Objectives

- Improve local search visibility on Google
- Increase organic traffic to key service pages
- Optimize Google Business Profile
- Generate consistent local leads
- Strengthen online authority through content and backlinks

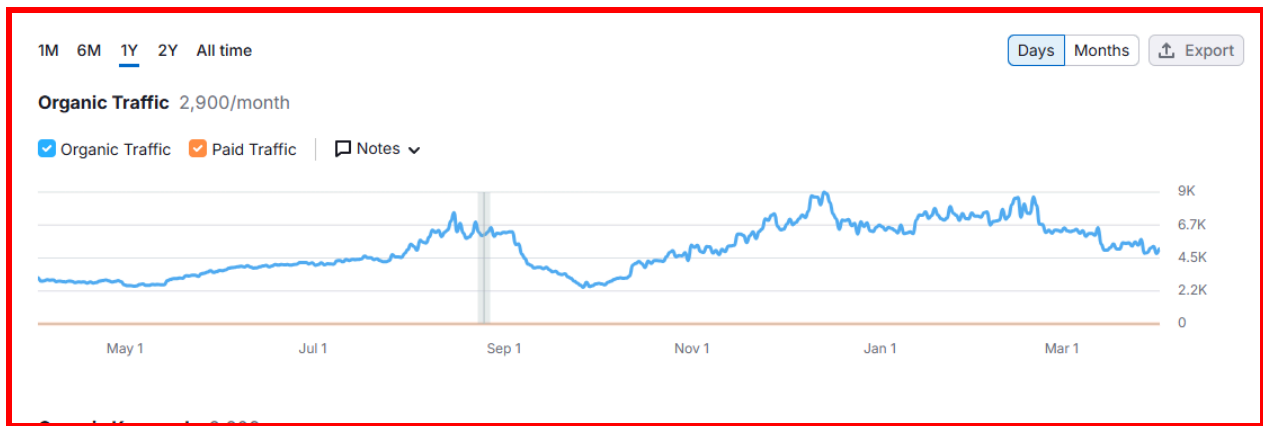
Authority Score: 23

Organic Traffic: 4.5k

Proof of work screenshot:



Proof of Organic Traffic With Semrush Screenshot:



Top 5 Keywords Rank

- 1. denver roofing
- 2. remodel company
- 3. plumber denver co
- 4. denver plumbing
- 5. roofing company denver

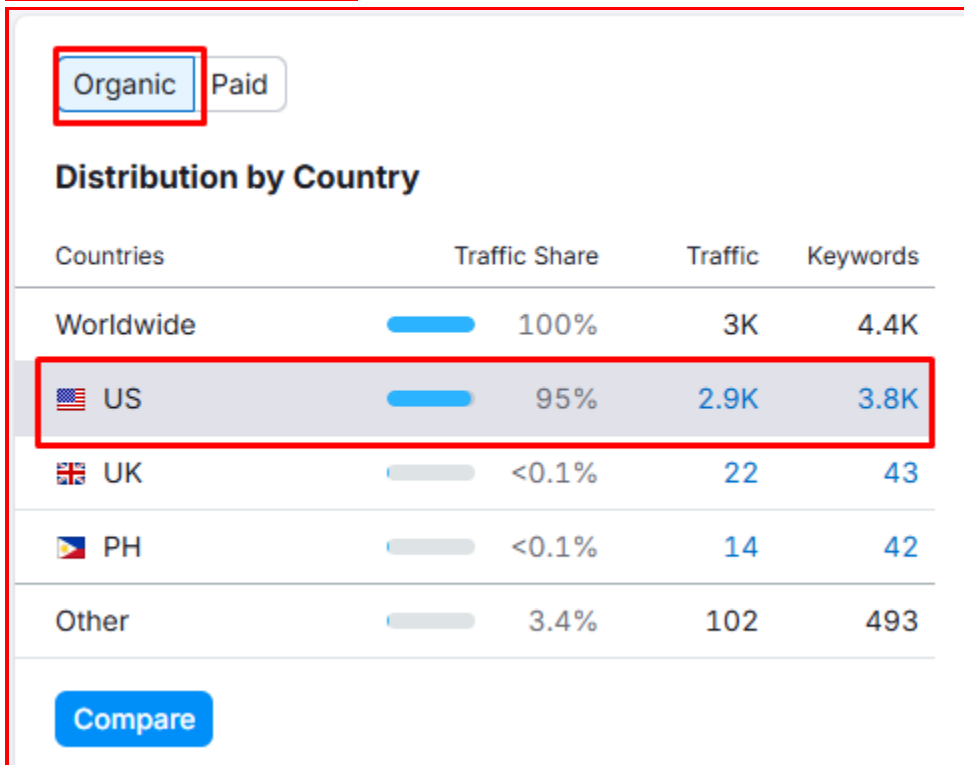
Proof of Organic Keyword Ranking Screenshot:

Keyword	Intent	Position	SERP Features	Traffic	Traffic %	Volume	KD %
denver							
> <input type="checkbox"/> <input checked="" type="radio"/> denver roofing	C	2	🔗 ⭐ 📧 +4	70	2.41	1.6K	38
> <input type="checkbox"/> <input checked="" type="radio"/> plumbers denver	C	2	🔗 ⭐ 📧 📋	70	2.41	1.6K	34
> <input type="checkbox"/> <input checked="" type="radio"/> remodel company	C	9	🔗 ⭐ 📧 📋	52	1.79	2.4K	46
> <input type="checkbox"/> <input checked="" type="radio"/> plumber denver co	C	4	⭐ 📧 📋	39	1.34	1.3K	25
> <input type="checkbox"/> <input checked="" type="radio"/> roofing company denver	C	1	⭐ 📧 📋 📋	38	1.31	590	33

Top 3 Countries Traffic:

1. United States
2. United Kingdom
3. Philippines

Proved Screenshot:



Work Plan of my Complete SEO Project:

- ☐ Keyword Research For Content.
- ☐ Keyword Research For Services.
- ☐ Low Competitive And High Search Keyword Choose.
- ☐ Content Analysis.
- ☐ Competitors Analysis.

- ☐ Competitors Keyword Analysis.
- ☐ On Page Seo.
- ☐ Title Optimization.
- ☐ Meta Tag Optimization.
- ☐ Image Alt.
- ☐ Internal/External Linking.
- ☐ Technical seo.
- ☐ Services Schema.
- ☐ Services Page seo.
- ☐ Page Speed Optimization.
- ☐ Link Building Strategy.
- ☐ Guest Posting.
- ☐ Web 2.0 Backlinks.
- ☐ Social Share.
- ☐ Directory Submission.
- ☐ High DA Outreach.
- ☐ High Quality Contextual Backlinks.

Share Weekly Reports With Clients.

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