

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:

https://teamdavelogan.com/ Root Domain Search

Projects > Domain Overview

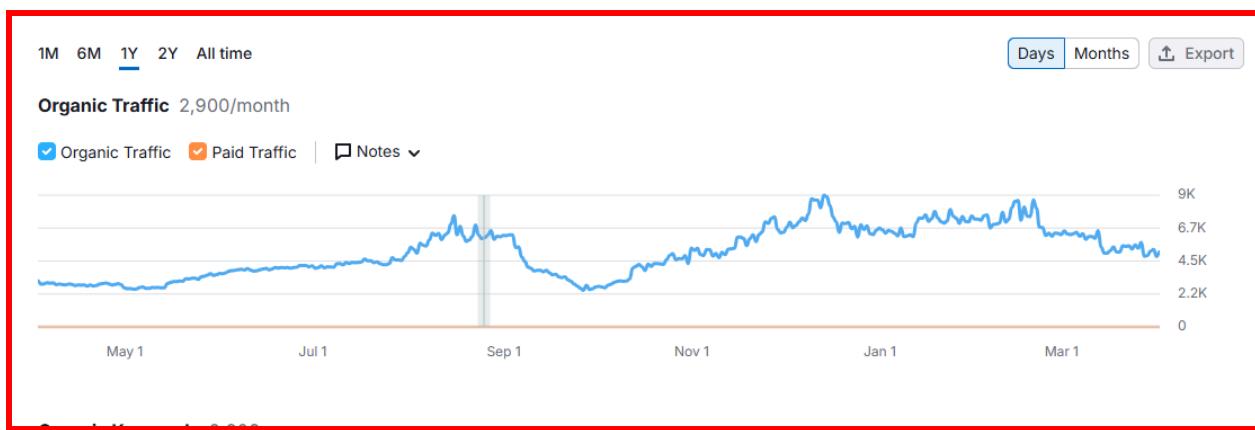
Domain Overview: teamdavelogan.com

Worldwide US UK DE ... Desktop September 2024 USD

Overview Compare domains Growth report Compare by countries

Authority Score 23	Organic Search Traffic 2.9K <small>-52% View details</small>	Paid Search Traffic The domain may be new or not ranking right now. To get data on paid traffic, create a Position Tracking campaign.	Backlinks 5K	Traffic Share 11%
Semrush Domain Rank 522.2K	Keywords 3.8K <small>3.8K</small>	Go to Position Tracking	Referring Domains 1K	Competitors 3.8K

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

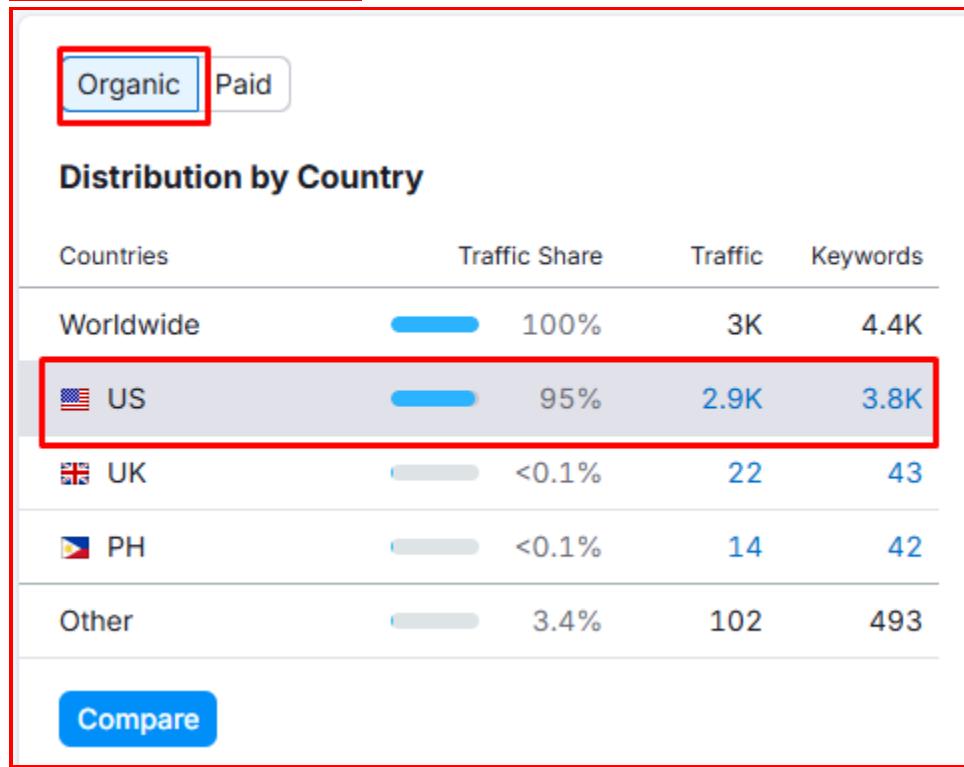
Proof of Organic Keyword Ranking Screenshot:

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

Top 3 Countries Traffic:

- 1.United Estates**
- 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.**

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