

SUCCESS STORY / DIGITAL MARKETING

Brick / Masonry Company

Campaign Highlights:

OBJECTIVES: The client came to us with low site traffic and poor keyword rankings, aiming to boost visibility and drive more appointment bookings

TACTICS USED: Search Engine Optimization

DURATION: 11 Months

MARKET: Michigan

Strategy & Solutions:

- Developed a strategy focused on:
 - Creating relevant blog content based on FAQs
 - Optimizing existing service pages
 - Building new service area pages to boost geo-relevance
- FAQ-driven blog content successfully increased traffic and conversions
- Launched a link-building campaign by expanding content pages to grow domain authority and by adding geo-specific links like "Brick Repair Canton" and "Brick Porch Troy" to core service pages
- Implemented technical improvements including:
 - A Progressive Web App (PWA)
 - Accelerated Mobile Pages (AMP)



Results:

1,192

New Visitors to
Client's Website

1,173

Engaged
Sessions

505

Conversions
(Form Fills/
Calls)

The campaign led to higher keyword rankings for service-specific terms, increased website traffic and new user engagement, and technical enhancements that improved mobile usability and page speed.