

Roofing | Case Study

The client started their SEO campaign in August 2023 and is now in their fourth month of working on improving their search visibility through organic methods. Here are the improvements to the metrics.

Google Analytics

User Acquisition

Here is the user acquisition of the website in August - November 2023 as compared to the previous period, April - July 2023. As seen in the image, new users from organic search increased by 16.45%, and engaged sessions from organic search increased by 6.54%. The increase in the numbers is a good indication of the positive effect of our campaign.

First user defa... channel group	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count	Conversions
SHOW ALL ROWS	20,202 vs. 20,176 ↑ 0.13%	11,789 vs. 10,363 ↑ 13.76%	49.33% vs. 41.87% ↑ 17.82%	0.58 vs. 0.51 ↑ 13.28%	55s vs. 45.58 ↑ 22.83%	112,361 vs. 108,014 ↑ 4.02%	28.00 vs. 0.00
Paid Search							
Aug 1 - Nov 30, 2023	12,921	6,202	43.92%	0.48	35s	60,294	3.00
Apr 1 - Jul 31, 2023	12,180	5,122	37.38%	0.42	29s	55,478	0.00
% change	6.08%	21.09%	17.51%	14.1%	19.11%	8.68%	0%
Organic Search							
Aug 1 - Nov 30, 2023	3,243	2,642	63.86%	0.81	1m 29s	21,241	14.00
Apr 1 - Jul 31, 2023	2,785	2,480	63.31%	0.89	1m 39s	20,118	0.00
% change	16.45%	6.53%	0.87%	-8.38%	-10.37%	5.58%	0%
Direct							
Aug 1 - Nov 30, 2023	1,794	1,471	52.29%	0.79	1m 46s	17,839	8.00
Apr 1 - Jul 31, 2023	3,118	1,520	34.76%	0.48	48s	20,514	0.00
% change	-42.46%	-3.22%	50.45%	66.21%	120.8%	-13.04%	0%

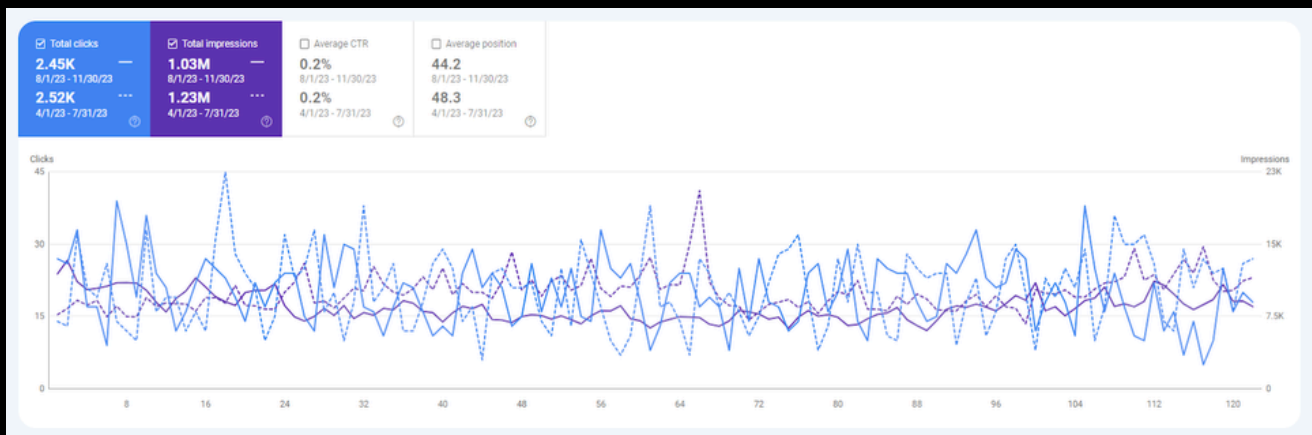
Traffic Acquisition

For traffic acquisition, users from organic search increased by 15.38%, sessions increased by 7.44%, engaged sessions increased by 9.57%, and events increased by 11.06%.

Session default channel group	↓ Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count All events	Conversions All events
SHOW ALL ROWS	20,308 vs. 20,222 ↑ 0.43%	23,896 vs. 24,748 ↓ -3.44%	11,789 vs. 10,363 ↑ 13.76%	47s vs. 37.24 ↑ 27.75%	0.58 vs. 0.51 ↑ 13.28%	4.70 vs. 4.36 ↑ 7.73%	49.33% vs. 41.87% ↑ 17.82%	112,361 vs. 108,014 ↑ 4.02%	28.00 vs. 0.00
Paid Search									
Aug 1 - Nov 30, 2023	13,041	14,183	6,246	32s	0.48	4.27	44.04%	60,624	4.00
Apr 1 - Jul 31, 2023	12,297	13,901	5,216	27s	0.42	4.08	37.52%	56,773	0.00
% change	6.05%	2.03%	19.75%	17.7%	12.92%	4.66%	17.37%	6.78%	0%
Organic Search									
Aug 1 - Nov 30, 2023	3,330	4,302	2,759	1m 26s	0.83	5.29	64.13%	22,773	14.00
Apr 1 - Jul 31, 2023	2,886	4,004	2,518	1m 10s	0.87	5.12	62.89%	20,506	0.00
% change	15.38%	7.44%	9.57%	21.35%	-5.04%	3.36%	1.98%	11.06%	0%
Direct									
Aug 1 - Nov 30, 2023	1,809	2,475	1,286	1m 11s	0.71	6.32	51.96%	15,646	8.00
Apr 1 - Jul 31, 2023	3,114	3,702	1,219	28s	0.39	4.37	32.93%	16,186	0.00
% change	-41.91%	-33.14%	5.5%	151.88%	81.6%	44.59%	57.8%	-3.34%	0%

Google Search Console

For our Google Search Console metrics, clicks improved by 2.73% in August - November 2023 as compared to clicks in April - July 2023. The average position also improved from 48.3 to 44.2.



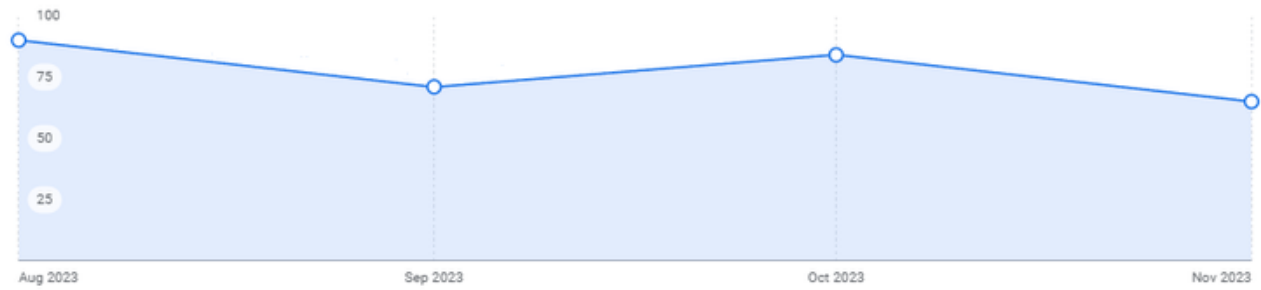
Google Business Profile

For the client's Google Business Profile, we saw an increase in direction requests. In August - November 2023, we had a 5.4% increase in direction requests compared to 2022 metrics.

310

Direction requests made from your Business Profile

↗ +5.4% (vs Aug 2022–Nov 2022)

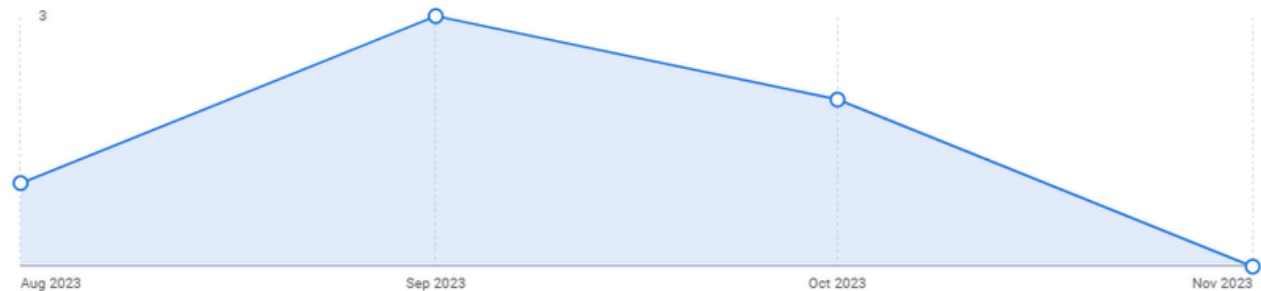


We also had a 200% increase in the number of messages in August - November 2023 compared to last year's data.

6

Messages sent from your Business Profile

↗ +200.0% (vs Aug 2022–Nov 2022)



Calls from Google Business Profile for August - November 2023 need improvement, as we saw a 1.1% decrease.

185

Calls made from your Business Profile

↘ -1.1% (vs Aug 2022–Nov 2022)



Keywords

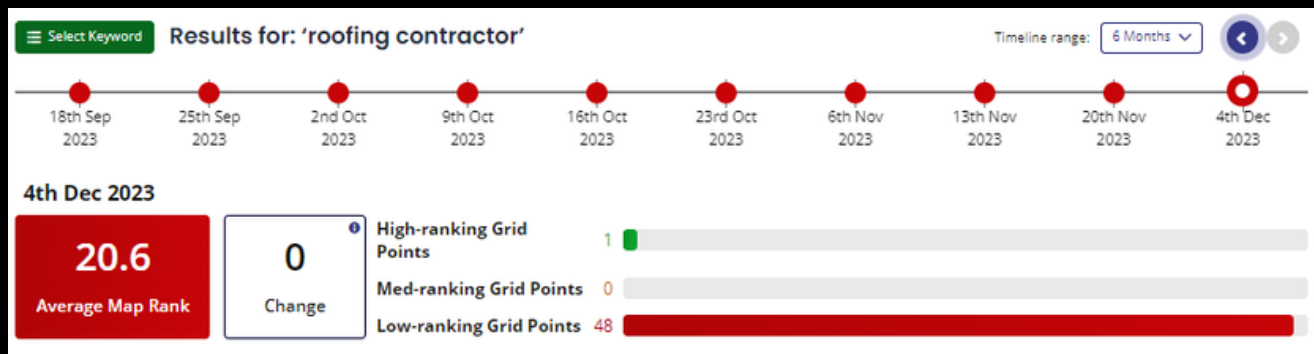
Keywords we track have also increased. As seen, we had the following keywords with their improved positions.

Bellevue

- flat roofing increased by 30 positions in organic desktop results
- commercial roofing increased by 26 in organic desktop results
- synthetic cedar shake roofing increased by 19 positions in organic desktop results

Keyword	Rank	Change
flat roofing	2	30 ↑
commercial roofing	13	26 ↑
synthetic cedar shake roofing	11	19 ↑

Local grid results still need improvement.

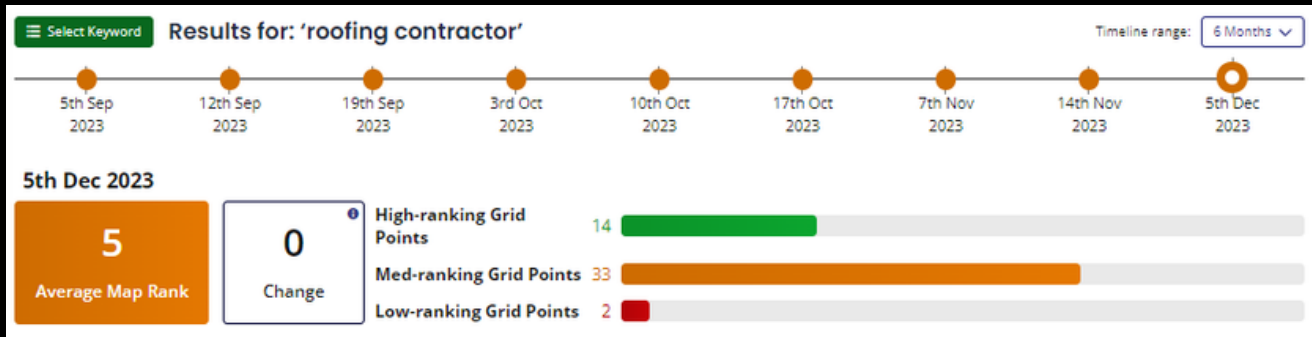


Kent

- flat roofing increased by 34 positions in organic desktop results
- commercial roofing increased by 12 in organic desktop results
- synthetic cedar shake roofing increased by 12 positions in organic desktop results
- commercial roofing contractor increased by 2 positions in organic desktop results

Keyword	Rank	Change
flat roofing	2	34 ↑
commercial roofing	10	12 ↑
synthetic cedar shake roofing	12	12 ↑
commercial roofing contractor	3	2 ↑

Local grid results still needs improvement.



Seattle

- commercial roofing increased by 26 in organic desktop results
- commercial roofing contractor increased by 21 positions in organic desktop results
- roofing company increased by 16 positions in organic desktop results
- roofing company increased by 13 positions in organic desktop results
- synthetic cedar shake roofing increased by 13 positions in organic desktop results
- residential roofing company increased by 6 positions in organic desktop results

Keyword	Rank	Change
commercial roofing	8	26 ↑
commercial roofing contractor	6	21 ↑
roofing company	4	16 ↑
commercial roofing company	7	14 ↑
synthetic cedar shake roofing	13	13 ↑
	25	+
residential roofing company	6	6 ↑

Local grid results show a 0.4 increase but still need improvement.

