CASE STUDY

SEARCH ENGINE OPTIMIZATION (SEO)

Driving Rankings to the Top 5 for a
Disaster Restoration Services Company



Disaster Restoration Services Company

OVERVIEW



OVERVIEW

This case study outlines the efforts of a reputable disaster restoration services company in Pasadena, California, to enhance its online visibility and attract a larger customer base through search engine optimization (SEO). It provides insights into the strategies implemented and the outcomes achieved within a defined timeframe.



ABOUT THE CLIENT

Our client, based in Pasadena, California, is a trusted and well-established disaster restoration services company dedicated to providing top-quality services to the local community.



PROBLEM STATEMENT

Despite offering high-quality services, the company faced challenges with limited online visibility and acquiring new customers in a fiercely competitive market. Their website's poor performance in search results led to diminished traffic and fewer inquiries.

GOALS

The objective was to elevate the company's visibility on search engines, particularly for key service areas. This endeavor aimed to strengthen their digital footprint, positioning them as a leading competitor in the environmental services industry.



STRATEGY



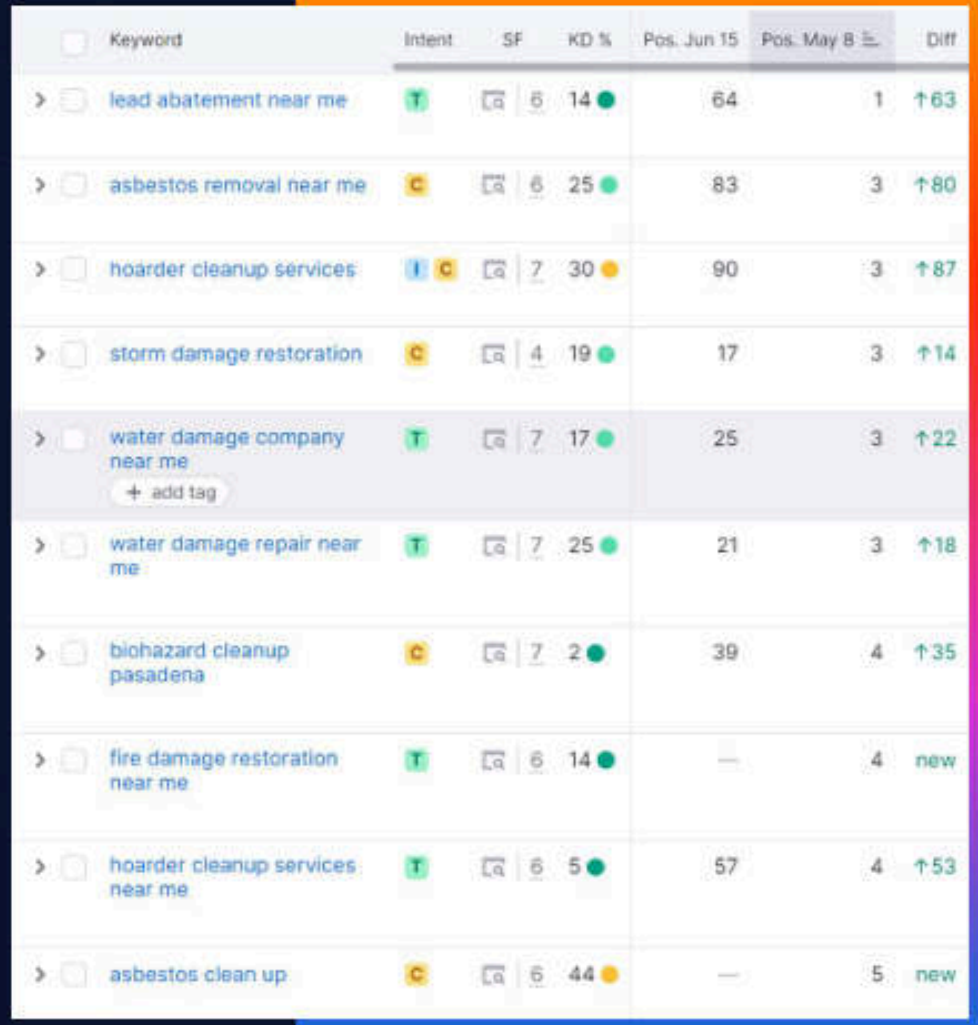
To achieve these goals, we conducted thorough keyword research and optimized our strategy. This included developing blog posts, service pages, and educational content to bolster the company's authority in the industry. Additionally, we implemented substantial technical SEO enhancements, such as improving website speed and mobile responsiveness, fixing broken links, ensuring proper indexing, and employing schema markup to enhance search engine comprehension of the content.

DETAILED RESULTS

As a result of these efforts, the disaster restoration services company achieved dramatic improvements in search rankings, securing top 5 positions for multiple critical keywords, significantly boosting their online visibility. Notable enhancements were seen across various service areas: Lead abatement services ascended dramatically from 64th to 1st place, hoarder cleanup services moved up from 90th to 3rd place, and asbestos cleanup services made a significant leap from 100th to 5th place.

FINAL OUTCOME

These strategic optimizations led to a significant traffic increase, with an average increase of 34.63% in clicks across improved keywords. There was also an average rise of 22.86% in impressions, indicating greater search result exposure.



Keyword	Intent	SF	KD %	Pos. Jun 15	Pos. May 8	Diff
lead abatement near me	T	6	14	64	1	↑63
asbestos removal near me	C	6	25	83	3	↑80
hoarder cleanup services	I C	7	30	90	3	↑87
storm damage restoration	C	4	19	17	3	↑14
water damage company near me + add tag	T	7	17	25	3	↑22
water damage repair near me	T	7	25	21	3	↑18
biohazard cleanup pasadena	C	7	2	39	4	↑35
fire damage restoration near me	T	6	14	—	4	new
hoarder cleanup services near me	T	6	5	57	4	↑53
asbestos clean up	C	6	44	—	5	new

CONCLUSION

The targeted SEO efforts resulted in outstanding improvements in search rankings for the disaster restoration services company, culminating in increased traffic and higher online engagement. This case study showcases the power of focused digital marketing strategies in enhancing the online presence of specialized service providers.

