

SEO CASE STUDY

A full digital makeover with SEO transformation for a kitchen and bath remodeling company based in Rochester, NY.

Client: Bryce & Doyle Craftsmanship

Website URL: www.bryceanddoyle.com

Company Overview:

Bryce & Doyle Craftsmanship is a locally owned and operated design-build remodeling firm based in Rochester, NY. The company specializes in high-end kitchen and bathroom remodeling, custom cabinetry, and interior design solutions.



In 2017, Bryce & Doyle Craftsmanship sought to expand its online presence and increase its reach in Rochester, NY. To get better visibility for its home remodeling services like kitchen remodeling, bathroom renovation, and more, Bryce and Doyle partnered with webWAH! to improve their website's visibility on Google and generate more qualified leads through organic search.

Challenges:

- Website structure and content were **not aligned with search engine best practices**
- Service pages were not ranking for keywords like *"kitchen remodeling Rochester NY"* or *"custom cabinetry Rochester"*
- No visibility in **Google's Local Pack or top organic results** for remodeling-related searches
- Website lacked internal linking, structured headings, and keyword-focused content
- There was no traffic and no leads/inquiries from the website.

Solution:

Despite the technical limitations of Google Sites, webWAH! implemented a smart and focused SEO approach to get the best possible results:

- Set up **Google Search Console and Analytics** for accurate performance tracking
- Optimized **title tags, meta descriptions, headers, and image alt texts** across all pages.
- Focused on location-specific keywords such as *“Rochester NY kitchen remodelers”*, *“bathroom renovation Rochester NY”*, and *“custom cabinetry Rochester NY”*
- Updated and optimized the Google Business Profile and posted content to improve local ranking.
- Created internal linking across the site to improve user experience and navigation flow.

The Results

webWAH! helped drive more people to Bryce & Doyle website. Our work helped bring in more local customers, boosted calls and messages, and made the services more visible online.

S.No	Before SEO	After SEO
1.	The website was not optimized for search engines. Pages lacked keyword-focused content and clear headings.	Conducted keyword research and optimized meta tags, content, and headings to target high-intent searches.
2.	No traffic or engagement from search engines.	Over a year, the number of visits has increased by 50%.
3.	Poor Internal linking in the website pages.	Implemented internal links between service pages by improving site structure and crawlability.
4.	No appearance in Local Pack or top 3 search results.	Now appearing in local map results for key services and keywords.
5.	No ability to add meta tags or structured data.	Proved that even limited platforms can produce results with a focused SEO approach.

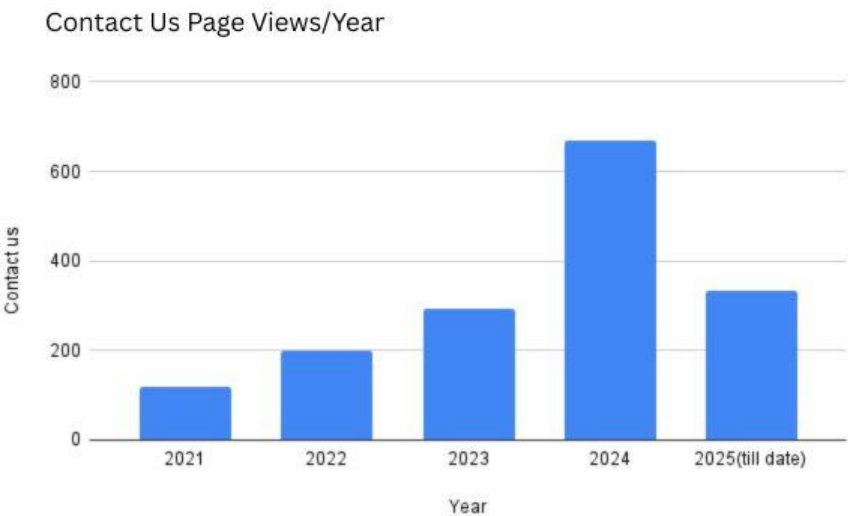
100%

KEYWORDS ARE RANKING ON THE FIRST PAGE

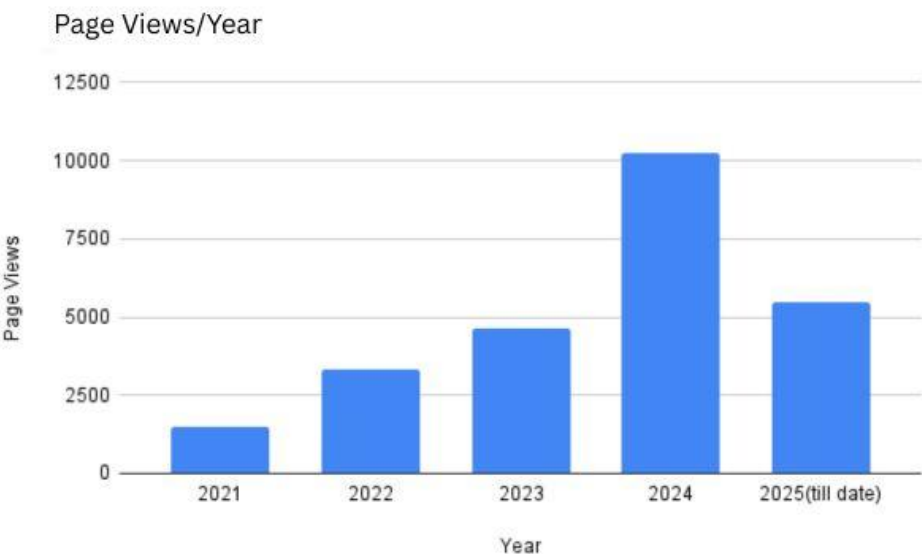
Keyword	Before SEO	Ranking
Bathroom Remodeling Rochester NY	Not In Top 100	A
Bathroom Designers in Rochester NY	Not In Top 100	A
Kitchen Contractors Rochester NY	Not In Top 100	A
Kitchen Remodeling Rochester NY	Not In Top 100	A
Kitchen Upgrades Rochester NY	Not In Top 100	A, 2
Bathroom Upgrades Rochester NY	Not In Top 100	A, 8
Kitchen Designers in Rochester NY	Not In Top 100	A, 9
Kitchen Remodel Rochester NY	Not In Top 100	B
New Bathrooms Rochester NY	Not In Top 100	B
New Kitchens Rochester NY	Not In Top 100	B
Kitchen Renovation Rochester NY	Not In Top 100	B, 9
Bathroom Contractor Rochester NY	Not In Top 100	C, 10
Bathroom Remodel Rochester NY	Not In Top 100	C, 10
Bathroom Remodeling Contractor Rochester NY	Not In Top 100	C, 10
Bathroom Renovation Contractor Rochester NY	Not In Top 100	C, 8
Kitchen Remodeling Contractor Rochester NY	Not In Top 100	C, 8
Custom Cabinet Installation Rochester NY	Not In Top 100	3
Kitchen Renovation Contractor Rochester NY	Not In Top 100	4
Cabinet Installation Rochester NY	Not In Top 100	5
Custom Cabinet Design Rochester NY	Not In Top 100	5
Custom Bathroom Cabinets Rochester NY	Not In Top 100	7
Bathroom Renovation Rochester NY	Not In Top 100	8
Custom Kitchen Cabinets Rochester NY	Not In Top 100	8
Bathroom Vanities Rochester NY	Not In Top 100	10
Home Renovation Rochester NY	Not In Top 100	10
Bathroom Contractors Rochester NY	Not In Top 100	10
Remodeling Rochester NY	Not In Top 100	12
Custom Cabinets Rochester NY	Not In Top 100	12
Home Remodeling Rochester NY	Not In Top 100	13
Kitchen and Bath Rochester NY	Not In Top 100	13

Kitchen Cabinets Rochester NY	Not In Top 100	13
Bathroom Cabinets Rochester NY	Not In Top 100	13
Remodeling Contractors Rochester NY	Not In Top 100	15
Home Remodeling Contractor Rochester NY	Not In Top 100	15

70%
INCREASE IN CONTACT US PAGE VIEWS (YEAR BY YEAR)



60%
INCREASE IN WEBSITE PAGE VIEWS (YEAR BY YEAR)



500+

PHONE CALLS PER YEAR FROM GOOGLE LOCAL LISTING

Calls Per Month

