

SEO CASE STUDY

Client: Charlie's Paving

Website URL: <https://www.charliespavingny.com/>

Company Overview

A Locally Owned and operated paving company based in Fairport, NY. Charlie's Paving provides Residential and Commercial Paving, Stamped Concrete, and Snow removal services for Wayne and Monroe counties. In 2016, the owner of Charlie's Paving hired webWAH! to create a new mobile-friendly website, improve their website's visibility on the major Search Engines, and increase website traffic. and lead generation.



Challenges

Our client's website was outdated, not mobile-friendly, and was not ranking well.

- His competitors were out ranking him on Google and he could not be consistently found for his business category on the East side of Monroe County NY for his services.
- Increase the website's traffic and number of quality leads.

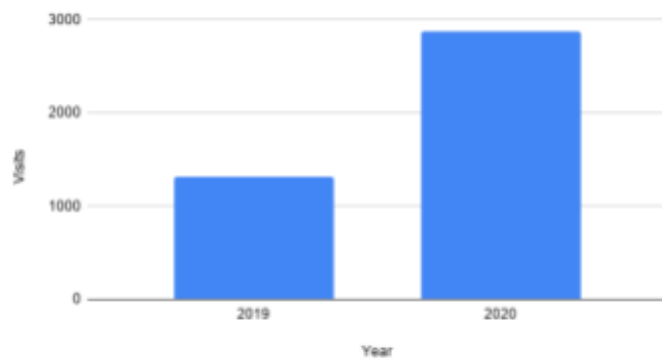
Solution

The webWAH! Team designed a SEO friendly website with a user-friendly navigation structure and successfully migrated the old website to the new one. After the new website went live, Our SEO Team optimized the newly designed Web Pages

according to the latest Search Engine Guidelines.

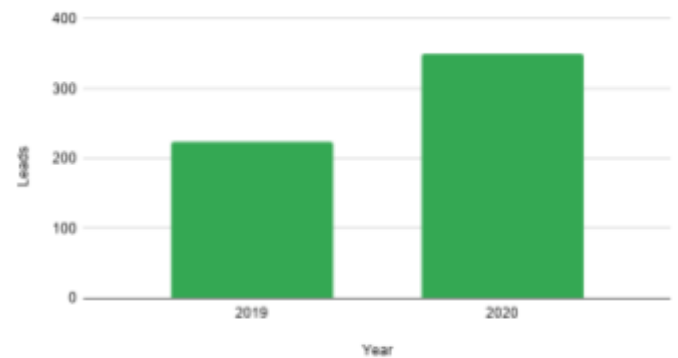
Visits

Visits vs. Year



Leads

Leads vs. Year



March 2019- August 2020 Statistics

S.No.	Before SEO	After SEO
1.	The website was obsolete and not user friendly.	The website is search engine friendly and more appealing for the end users.
2.	Ranked on Google for 2-3 keywords	Ranks on Google for over 25 keywords.
3.	No online presence in other serving areas.	Now ranking in 5 serving areas.
4.	Avg. 218 visits per month.	Avg. 478 visits per month.
5.	%New Visits on the website were low.	%New Visits on the website have significantly improved.

100%

OF KEYWORDS INCREASED IN RANKING

Keyword	Before SEO	Ranking
Stamped Asphalt Driveways Fairport NY	Not In Top 100	A, 1
Commercial Asphalt Paving Fairport NY	Not In Top 100	A, 1
Paving Contractor Fairport NY	Not In Top 100	A, 1
Paving Services Fairport NY	Not In Top 100	A, 1
Parking Lot Striping Fairport NY	Not In Top 100	A, 1

Asphalt Repairs Fairport NY	Not In Top 100	B, 1
Paving Company Fairport NY	Not In Top 100	B, 1
Driveway Pavers Fairport NY	Not In Top 100	B, 1
Paving Contractors Fairport NY	Not In Top 100	B, 1
Residential Driveway Paving Fairport NY	Not In Top 100	C, 1
Asphalt Contractors Fairport NY	Not In Top 100	C, 1
Driveway Replacement Fairport NY	Not In Top 100	C, 1
Asphalt Driveway Installation Fairport NY	Not In Top 100	1
Commercial Pavers Fairport NY	Not In Top 100	1
Commercial Paving Fairport NY	Not In Top 100	1
New Driveway Installation Fairport NY	Not In Top 100	1
Residential Asphalt Paving Contractors Fairport NY	Not In Top 100	1
Driveway Installation Fairport NY	Not In Top 100	2
Residential Concrete Driveway Contractors Fairport NY	Not In Top 100	2
Stamped Concrete Driveway Fairport NY	Not In Top 100	2
Residential Driveway Repair Fairport NY	Not In Top 100	3
Driveway Repair Fairport NY	Not In Top 100	3
Stamped Concrete Patios Fairport NY	Not In Top 100	3
Stamped Concrete Fairport NY	Not In Top 100	3
Stamped Concrete Patio Fairport NY	Not In Top 100	3
Pothole Repairs Fairport NY	Not In Top 100	3
Ice Management Fairport NY	Not In Top 100	4
Driveway Sealing Company Fairport NY	Not In Top 100	5
Sidewalk Installation Fairport NY	Not In Top 100	5
Asphalt Sealing Fairport NY	Not In Top 100	6
Driveway Sealing Fairport NY	Not In Top 100	7
Stamped Concrete Contractor Fairport NY	Not In Top 100	7
Concrete Contractors Fairport NY	Not In Top 100	10
Grading Fairport NY	Not In Top 100	10
Decorative Concrete Fairport NY	Not In Top 100	10
Snow Plowing Fairport NY	Not In Top 100	10

Highlights

- Increased visits to the website by an average 120%
- Increased "Goal Conversion" by an average of 35%
- Most of the keywords have achieved the top 5 rankings in all targeted areas.
- In 2020, New Visits on the website represented 87.03% of the websites total traffic

Success

Within 6 months of the new website being launched using SEO (search engine optimization) best practices, both the website and Google Local Listing (set up for the business) were dominating search results for relevant keywords.

The SEO campaign has resulted in an increase in the website traffic and number of leads generated. The website's total **monthly visits increased by 120%** and most of the keywords have achieved the top 5 rankings in the targeted areas.

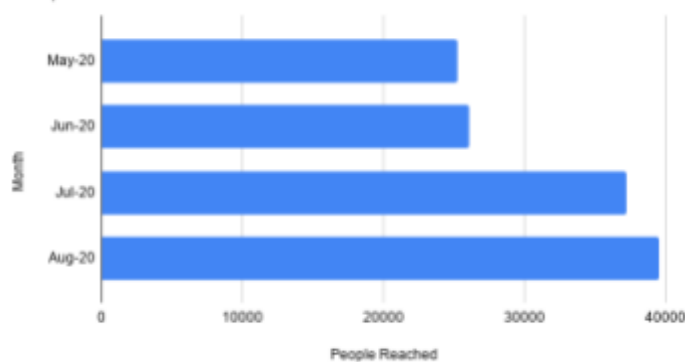
Social Media Marketing

In 2020, the client also asked us to improve their social media presence

After the first month of starting SMM promotions on Facebook Page the SMM program was generating leads and user engagement. Client is very happy with the Success of the Social Media Program and now runs the program on an annual basis as part of his digital marketing program.

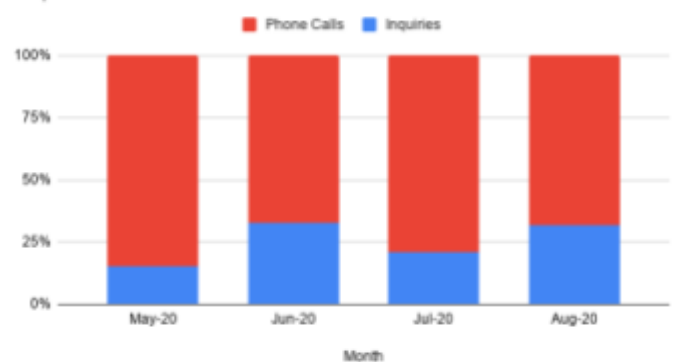
Audience Reach

People Reached vs. Month



Enquiries and Calls

Inquiries and Phone Calls



Highlights of SMM Program:

- The audience/people engagement reached to avg. 29K Per Month.
- The post engagement reached to avg. 1500 views per month.
- Avg. 40-46 inquiries (form fills) received per month from Facebook.
- Avg. 155-162 phone calls generated per month from Facebook

Testimonial From The Owner, Chris Finnochrio.

I am really happy with the new website but more importantly the quality of the leads we now get.. Your Internet marketing (SEO, PPC and SMM) has made a significant difference in my business. We have seen a big increase in form fill leads through the website and phone calls. I was referred to you by a friend and I could not be happier with the choice I made to work with webWAH! Please feel free to use me as a reference."