

SEO CASE STUDY

***New Website, More Relevant Traffic, and Better Lead Generation.
How we improved Executive Carpet Cleaning's Online Performance.***

Client: Executive Carpet Cleaning

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

Company Overview

Executive Carpet Cleaning is a locally owned carpet cleaning company specializing in residential and commercial carpet cleaning services. Their services include carpet and rug cleaning, upholstery cleaning, pet stain and odor removal, and air duct cleaning services. Their customer-first approach, transparent pricing, and fast turnaround times have made them one of the top-rated cleaning providers in Niagara Falls and Buffalo, NY.



For 39 years, Ralph, the passionate owner of Executive Carpet Cleaning, has poured his heart and soul into his business. His old website wasn't creating a great first impression of his company, customers struggled to find him online, and sales were flat. Ralph knew he needed help, and it was time to make changes; that's where webWAH! came in.

In 2022, Ralph hired webWAH! to replace his old website with a new, modern, mobile-friendly website and improve visibility on the major Search Engines.

Challenges

With an outdated website and no visibility for key carpet cleaning-related searches, the business was practically invisible to local customers in its serving areas.

- The client was looking for a new website that would be user-friendly, creative, and create a professional first impression with the website visitors.
- Their business category is super competitive and they were not ranking in the major search engines like Google, and needed to build their brand as soon as possible in the marketplace.
- Establishing a strong business image. Increase the website's traffic, and generate leads.

Solution

To build a strong online presence and increase visibility, the team at webWAH! recommended developing a modern, user-friendly website. This new website would serve as a platform where potential customers could easily discover and engage with the carpet cleaning business. After collaborating with the client to design a site that reflected their brand and goals, we launched the new website in Dec 2022.

After launching the website, In 2023, we implemented targeted SEO and PPC campaigns. As a result, the website began attracting steady traffic, and over time, we saw significant improvements in visibility, performance, and lead generation – ultimately driving measurable business growth.

The Results

Through strategic planning and execution, webWAH! was able to drive traffic to the website. The results of our digital promotion accelerated the growth of the business beyond expectations & ultimately elevating the company's position in the market and setting a new standard for its competitors.

It took only three months to start seeing real results – and from there, the business took off.

S.No	Before SEO	After SEO
1.	Poor website structure and no online presence.	The website is search engine friendly and more engaging for the end-users.
2.	Did not rank for any keywords in search results.	Ranks on Google for over 50+ keywords.
3.	No online presence in their serving areas.	Started ranking in all serving areas.
4.	No traffic to the website.	Receiving avg. 500+ page views per month.

100%

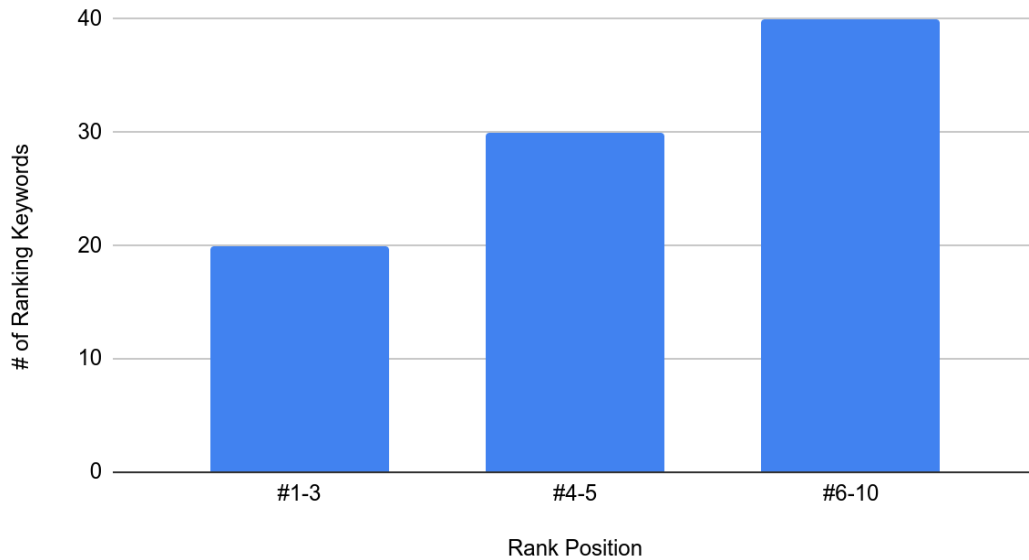
OF KEYWORDS INCREASED IN RANKING

Keyword	Before SEO	Ranking
Area Rug Cleaning Grand Island NY	Not In Top 100	A, 1
Carpet Cleaners Grand Island NY	Not In Top 100	A, 1
Carpet Cleaning Company Grand Island NY	Not In Top 100	A, 1
Carpet Cleaning Grand Island NY	Not In Top 100	A, 1
Carpet Cleaning Services Grand Island NY	Not In Top 100	A, 1
Local Carpet Cleaner Grand Island NY	Not In Top 100	A, 1
Professional Carpet Cleaning Grand Island NY	Not In Top 100	A, 1
Rug Cleaning Grand Island NY	Not In Top 100	A, 1
Tile And Grout Cleaning Grand Island NY	Not In Top 100	A, 1
Tile Cleaners Grand Island NY	Not In Top 100	A, 1
Upholstery Cleaners Grand Island NY	Not In Top 100	A, 1
Furniture Cleaning Grand Island NY	Not In Top 100	A, 1
Grout Cleaning Grand Island NY	Not In Top 100	A, 1
Grout Cleaning Service Grand Island NY	Not In Top 100	A, 1
Pet Stain Removal Grand Island NY	Not In Top 100	A, 1
Tile Cleaning Grand Island NY	Not In Top 100	A, 1
Tile Cleaning Service Grand Island NY	Not In Top 100	A, 1
Upholstery Cleaning Grand Island NY	Not In Top 100	A, 1
Upholstery Cleaning Services Grand Island NY	Not In Top 100	A, 1
Odor Removal Grand Island NY	Not In Top 100	1
Pet Odor Removal Grand Island NY	Not In Top 100	1
Air Duct Cleaning Grand Island NY	Not In Top 100	1
Duct Cleaning Grand Island NY	Not In Top 100	1

80%

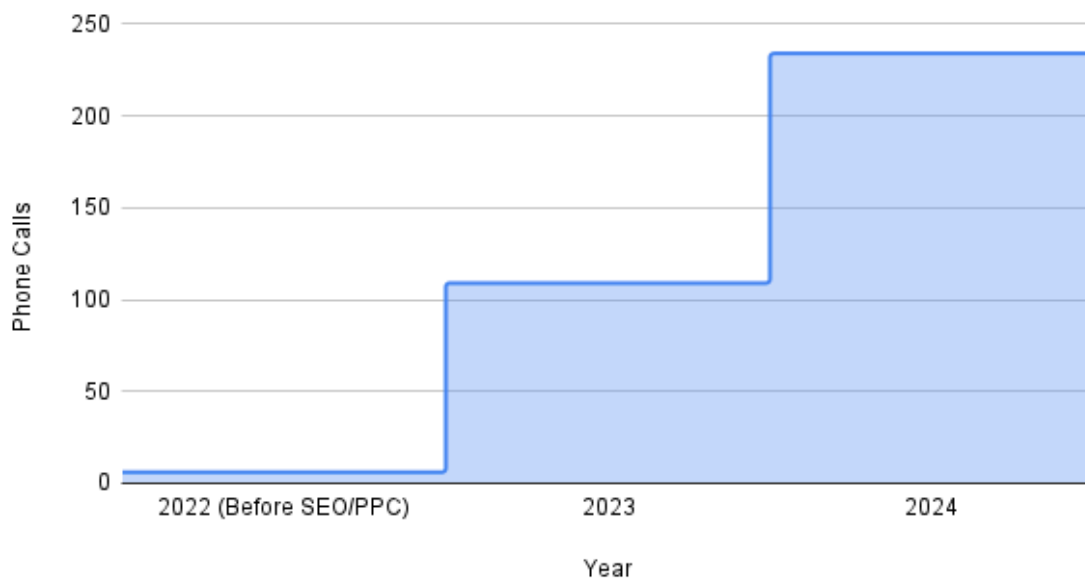
OF KEYWORDS ARE RANKING IN TOP 5 POSITIONS

of Ranking Keywords vs. Rank Position

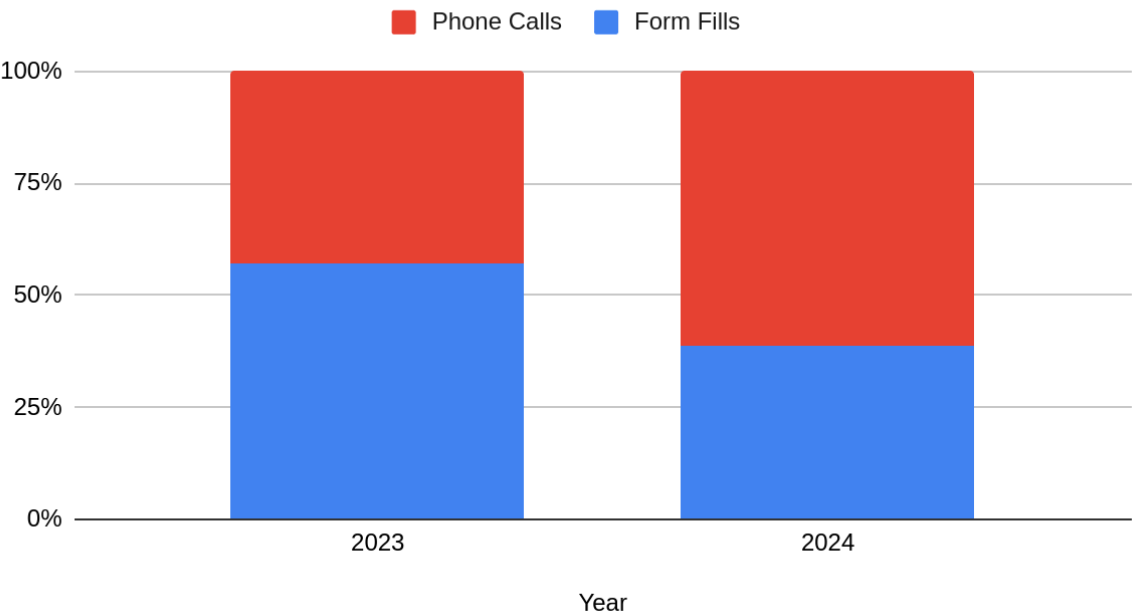


67.8%

INCREASE IN DIRECT PHONE CALLS

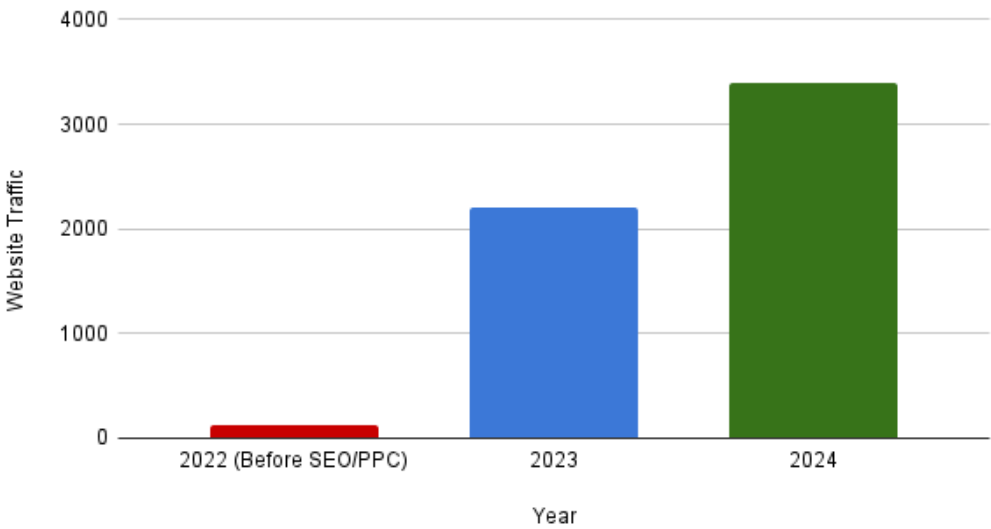


Form Fills and Phone Calls



34.9%
INCREASE IN USERS/VISITS YEAR OVER YEAR (YoY)

Website Traffic Per Year



A Client Story, Not Just a Testimonial

"From the moment our new website went live, we noticed a difference. The phone started ringing, and estimate requests came in steadily. webWAH!'s digital strategy delivered exactly what we needed — visibility, traffic, and real leads. We're growing every quarter, and it all started with that redesign."



Ralph Lariviere

The Takeaway

Sometimes, even the most trusted local business can disappear in a digital world — unless someone steps in to rewrite their online story. That's what we did for **Executive Carpet Cleaning**.

And now? Ralph's business is busier than ever — flooded with phone calls and leads coming directly from the web.