

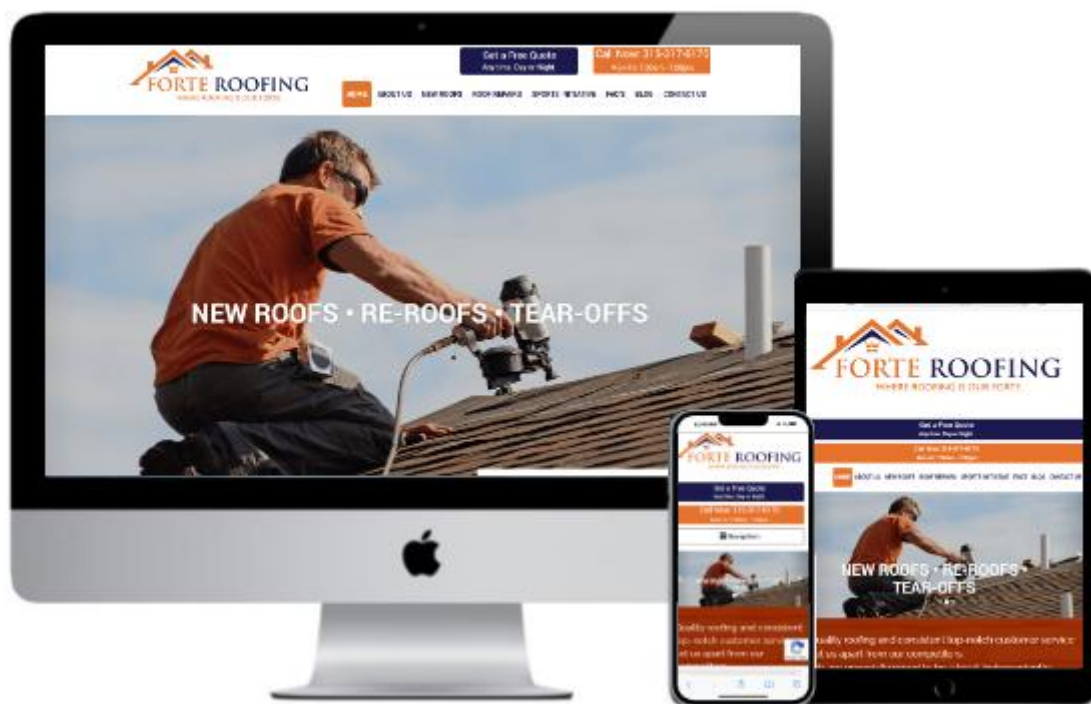
SEO CASE STUDY

Client: Forte Roofing

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

Company Overview

Forte Roofing is a Locally Owned and Operated roofing company based in Syracuse, NY. Forte Roofing is a residential and commercial roofing contractor serving the needs of new roof installation for homes and businesses in Syracuse and Central New York. In 2019, the owner of Forte Roofing contacted 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

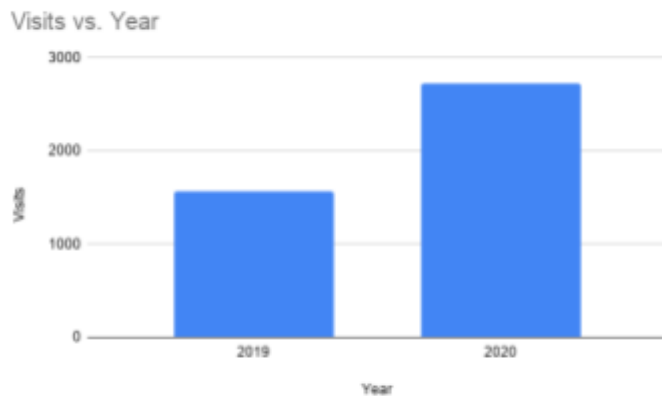
The client's website was outdated, not mobile or user friendly, and was not ranking well.

- Many of their competitors were out ranking on Google and he could not be consistently found for his business category for the related keywords/services.
- Increase the website's traffic and number of quality leads.

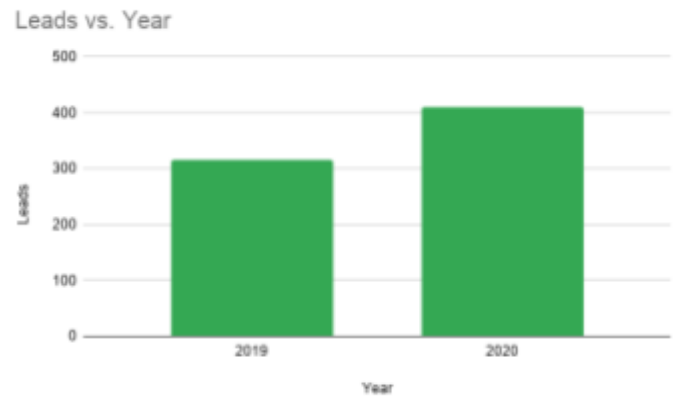
Solution

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



Leads



March 2019- Sept 2020 Statistics

PPC 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 4 serving areas.
4.	Avg. 174 visits per month.	Avg. 303 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
New Roofs Syracuse NY	Not In Top 100	B, 1
Best Roofing Contractors Syracuse NY	Not In Top 100	C, 1
New Roof Installation Syracuse NY	Not In Top 100	C, 1
Re-Roofs Syracuse NY	Not In Top 100	1
Roof Tear Offs Syracuse NY	Not In Top 100	1
Local Roof Repair Syracuse NY	Not In Top 100	3
Tear Offs Syracuse NY	Not In Top 100	3
Owens Corning Roofing Contractor Syracuse NY	Not In Top 100	3
Local Roofers Syracuse NY	Not In Top 100	4
Local Roofing Company Syracuse NY	Not In Top 100	4
Local Roofing Contractors Syracuse NY	Not In Top 100	4
Residential Roofing Company Syracuse NY	Not In Top 100	4
Roof Repair Company Syracuse NY	Not In Top 100	4
Roof Replacement Syracuse NY	Not In Top 100	4
Best Roofing Company in Syracuse NY	Not In Top 100	5
Roof Installation Syracuse NY	Not In Top 100	5
Roofing Experts Syracuse NY	Not In Top 100	5
Roofing Contractors Syracuse NY	Not In Top 100	6

Roof Repair Syracuse NY	Not In Top 100	6
Owens Corning Preferred Roofing Contractor Syracuse NY	Not In Top 100	6
Roofing Syracuse NY	Not In Top 100	7
Roofers Syracuse NY	Not In Top 100	8

Highlights

- Increased visits to the website by an average 74.13%
- Increased "Goal Conversion" by an average of 31.27%
- Most of the keywords have achieved the top 5 rankings in all targeted areas.
- In 2020, New Visits on the website represented 77.08% of the websites total traffic

Success

Within 4 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) showed up in search results for many relevant keywords.

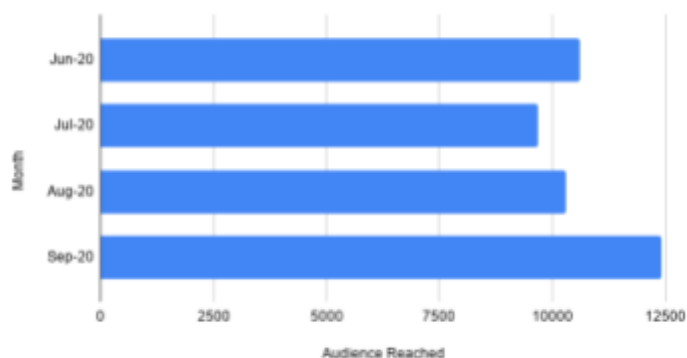
The SEO campaign has also resulted in an increase in the website traffic and number of leads generated. The website's total **monthly visits increased by 74.13%** and most of the keywords have now achieved the top 10 rankings in the targeted areas.

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

Audience Reached vs. Month



Inquiries and Phone Calls

Inquiries and Phone Calls



Highlights of SMM Program:

- The audience/people engagement reached to avg. 12K Per Month.

- The post engagement reached to avg. 340 views per month.
- Avg. 20-25 inquiries (form fills + Phone calls) received per month from Facebook.

Testimonial From The Owner, John Forte

"As you and I have discussed when we first met I had grown both frustrated and skeptical about finding a digital marketing company who I could trust and help me grow my my roofing company. It was always broken promises and unfulfilled expectations from my former agencies. That was two years ago and I have never looked back. I can now say I have found the right company to work who understands my needs and the roofing industry the Syracuse NY. Any time you want to use me a reference I would be glad to discuss how satisfied I am with our business relationship and the success we have enjoyed working with webWAH! You can count on webWAH! to help you build your business and more importantly deliver results."

John Forte – Forte Roofing