

SEO CASE STUDY

Climbing Search Rankings Without Redesigning the Website – The Lozier SEO Story

Client: Lozier Environmental Consulting, Inc.

Website URL: www.lozierenv.com

Company Overview:

Lozier Environmental Consulting, Inc. is an accredited New York State Department of Health ELAP-certified laboratory for the analysis of airborne fibers, bulk asbestos materials, and potable/non-potable water.



In 2021, Lozier Environmental Consulting, Inc. sought to expand its online presence and increase its reach in Rochester, NY. To get better visibility for its services like asbestos, mold, and water testing, Lozier partnered with webWAH! to improve their website's visibility on Google and generate more qualified leads through organic search.

Challenges:

- The website was originally built using **Google Sites**, which **does not support adding meta tags (titles and descriptions)** to individual pages.
- The platform offered **very limited SEO capabilities**, with restricted access to advanced on-page optimization features.
- The website was **not ranking on Google** for relevant service or location-based keywords.
- Competitors with professionally developed websites had a major edge in local rankings.
- 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:

- **Extensive keyword research** targeting terms like “Environmental Testing Laboratory Rochester NY”, “Food & Water Analysis”, “Mold Sampling Rochester NY” etc.
- Optimized all possible areas of the site, including headings, content structure, and image alt text.
- Ensured clear, keyword-rich service descriptions on each page.
- Created internal linking across the site to improve user experience and navigation flow.
- Updated and optimized the Google Business Profile and posted content to improve local ranking.

The Results

webWAH! helped drive more people to Lozier’s 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 visible on Google for any major keywords.	Keyword rankings improved , with 20+ service-related keywords now appearing in Google search results.
2.	No traffic or engagement from search engines.	Over a year, the number of visits has increased by 50%.
3.	Poor content hierarchy and unoptimized pages .	Optimized all available elements— headings, internal links, content, and images .
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.

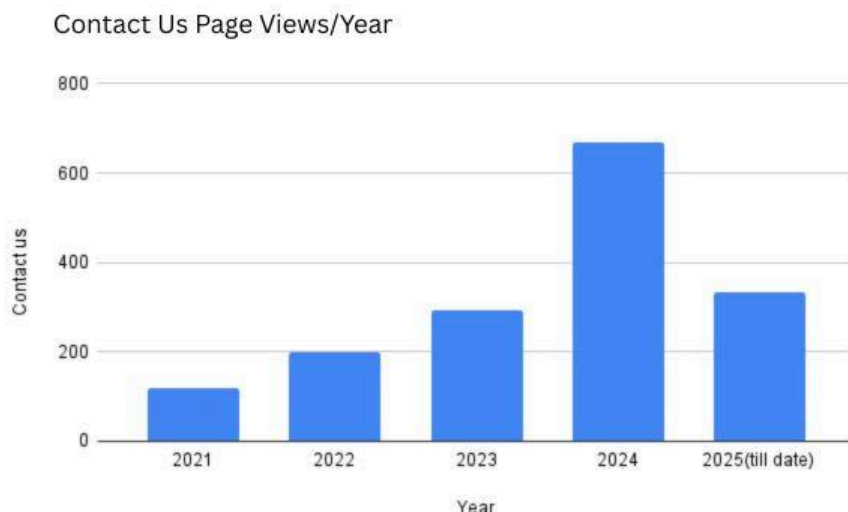
100%

KEYWORDS ARE RANKING ON THE FIRST PAGE

Keyword	Before SEO	Ranking
Food & Water Analysis Rochester NY	Not In Top 100	A, 1
Legionella Testing Rochester NY	Not In Top 100	A, 1
Legionella Testing Services Rochester NY	Not In Top 100	A, 1
Environmental Testing Laboratory Rochester NY	Not In Top 100	A, 3
Water Analysis Rochester NY	Not In Top 100	A, 3
Air Sampling Rochester NY	Not In Top 100	A, 3
Well Water Testing Rochester NY	Not In Top 100	A, 4
Water Quality Testing Services Rochester NY	Not In Top 100	A, 4
Environmental Consultants Rochester NY	Not In Top 100	A, 6
Water Quality Testing Rochester NY	Not In Top 100	A, 8
Air Quality Testing Rochester NY	Not In Top 100	B
Air Monitoring Rochester NY	Not In Top 100	B
Asbestos Sampling Rochester NY	Not In Top 100	B, 4
Asbestos Inspections Rochester NY	Not In Top 100	B, 7
Asbestos Building Inspections Rochester NY	Not In Top 100	C, 4
Asbestos Air Project Management Rochester NY	Not In Top 100	C, 4
Food Analysis Rochester NY	Not In Top 100	1
Asbestos Abatement Design Rochester NY	Not In Top 100	2
Mold Sampling Rochester NY	Not In Top 100	6
Mold Assessor Rochester NY	Not In Top 100	7

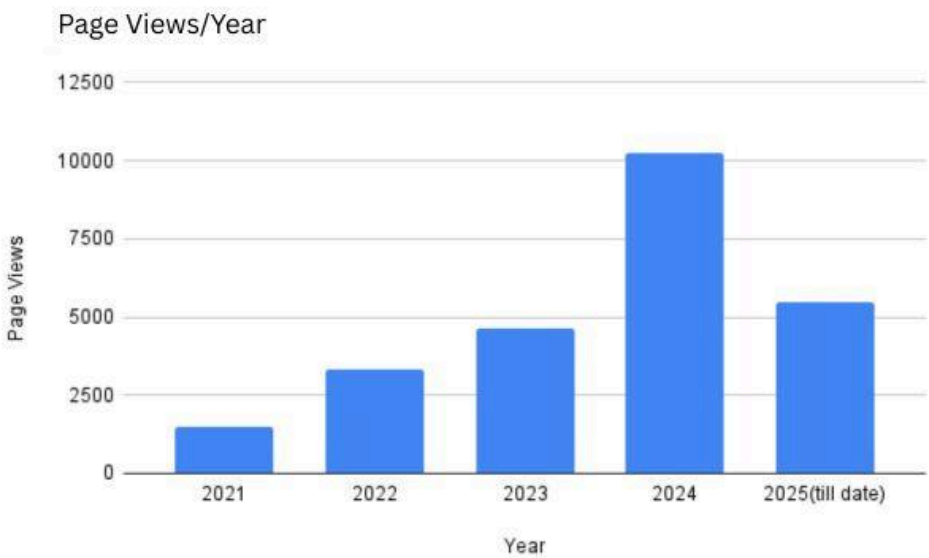
70%

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

