

## SEO CASE STUDY

**Client:** Rochester Mold Remediation

**Website URL:** <https://rochestermold.com/>

### Company Overview

Rochester Mold Remediation is a Fully Licensed & Certified Mold Remediation company (in Rochester, NY) with many years of experience in the industry. The client provides mold removal, mold testing & inspection, mold remediation and mold encapsulation services in Rochester NY and surrounding areas. In 2019 (December month), the owner of 'Rochester Mold Remediation' hired webWAH! to improve their website's visibility in the major Search Engines, increase website traffic and lead generation.



### Challenges

Our client's website was not search engine friendly, and was not ranking well.

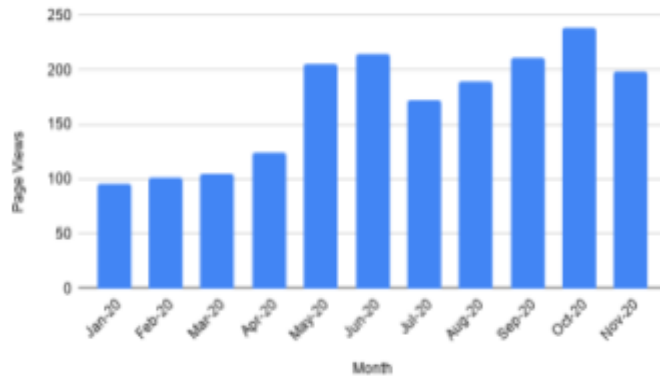
- His competitors were out ranking him on Google and he could not be consistently found for his business category in Rochester NY and surrounding areas.
- Increase the website's traffic, number of quality leads and call volume.

## Solution

The webWAH! Team took the first and most important step of optimizing <https://rochestermold.com/> website, which included assessing/modifying its title tags, meta tags, and on-page keyword density. We ensured that all the meta content aligned with our target keywords and each page of the website has been optimized according to the latest Search Engine Guidelines.

### Visits

Page Views vs. Month

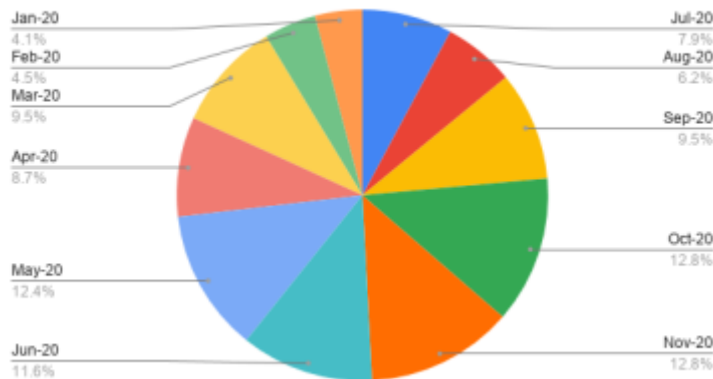


### Conversions

Conversions



Contact Us Page Visits Per Month



Jan. 2020 - Dec. 2020 Statistics

| S.No. | Before SEO                                                    | After SEO                                                             |
|-------|---------------------------------------------------------------|-----------------------------------------------------------------------|
| 1.    | Ranked on Google for 1-2 keywords                             | Ranks on Google for over 25 keywords.                                 |
| 2.    | Keywords positions were below the 5th page in search engines. | Most of the important keywords are ranking on the 1st page of Google. |
| 3.    | Traffic to the website was very low.                          | The website's traffic has significantly improved.                     |
| 4.    | %New Visits on the website were low.                          | Getting Avg. 74.14% new visitors per month.                           |
| 5.    | Was getting 3-4 calls in a year.                              | Now getting avg. 5-6 calls in a month.                                |

# 100%

## OF KEYWORDS INCREASED IN RANKING

| Keywords                                 | Before SEO     | Ranking |
|------------------------------------------|----------------|---------|
| Mold Specialist Rochester NY             | Not In Top 100 | A, 1    |
| Attic Mold Removal Rochester NY          | Not In Top 100 | A, 1    |
| Basement Mold Removal Rochester NY       | Not In Top 100 | A, 1    |
| Mold Experts Rochester NY                | Not In Top 100 | A, 1    |
| Mold Remediation In Rochester NY         | Not In Top 100 | A, 1    |
| Mold Remediation Rochester NY            | Not In Top 100 | A, 1    |
| Mold Remediation Service Rochester NY    | Not In Top 100 | A, 1    |
| Mold Remediation Services Rochester NY   | Not In Top 100 | A, 1    |
| Mold Removal Company Rochester NY        | Not In Top 100 | A, 1    |
| Mold Removal In Rochester NY             | Not In Top 100 | A, 1    |
| Mold Removal Rochester NY                | Not In Top 100 | A, 1    |
| Mold Removal Services Rochester NY       | Not In Top 100 | A, 1    |
| Mold Restoration Rochester NY            | Not In Top 100 | A, 1    |
| Mold Testing Rochester NY                | Not In Top 100 | A, 1    |
| Mold Assessment Rochester NY             | Not In Top 100 | A, 1    |
| Mold Clean Up Rochester NY               | Not In Top 100 | A, 1    |
| Mold Company Rochester NY                | Not In Top 100 | A, 1    |
| Mold Assessor Rochester NY               | Not In Top 100 | B, 1    |
| Mold Inspection Rochester NY             | Not In Top 100 | B, 1    |
| Professional Mold Testing Rochester NY   | Not In Top 100 | B, 1    |
| Certified Mold Inspector Rochester NY    | Not In Top 100 | C, 3    |
| Basement Mold Remediation Rochester NY   | Not In Top 100 | 1       |
| Home Mold Remediation Rochester NY       | Not In Top 100 | 1       |
| Mold Cleaning Services Rochester NY      | Not In Top 100 | 1       |
| Mold Cleanup Rochester NY                | Not In Top 100 | 1       |
| Mold Cleanup Services Rochester NY       | Not In Top 100 | 1       |
| Mold Damage Repair Rochester NY          | Not In Top 100 | 1       |
| Mold Damage Rochester NY                 | Not In Top 100 | 1       |
| Mold Encapsulation Rochester NY          | Not In Top 100 | 1       |
| Mold Remediation Cleanup Rochester NY    | Not In Top 100 | 1       |
| Mold Remediation Company Rochester NY    | Not In Top 100 | 1       |
| Mold Remediation Contractor Rochester NY | Not In Top 100 | 1       |
| Mold Remediation Specialist Rochester NY | Not In Top 100 | 1       |
| Mold Removal Contractor Rochester NY     | Not In Top 100 | 1       |
| Mold Removal Expert Rochester NY         | Not In Top 100 | 1       |
| Mold Removal Service Rochester NY        | Not In Top 100 | 1       |
| Mold Removal Specialist Rochester NY     | Not In Top 100 | 1       |
| Mold Restoration Services Rochester NY   | Not In Top 100 | 1       |

|                                              |                |   |
|----------------------------------------------|----------------|---|
| Mold Services Rochester NY                   | Not In Top 100 | 1 |
| Professional Mold Removal Rochester NY       | Not In Top 100 | 1 |
| Home Mold Removal Rochester NY               | Not In Top 100 | 1 |
| Licensed Mold Removal Experts Rochester NY   | Not In Top 100 | 1 |
| Best Mold Remediation Company Rochester NY   | Not In Top 100 | 2 |
| Commercial Mold Removal Rochester NY         | Not In Top 100 | 2 |
| Mold Management Rochester NY                 | Not In Top 100 | 2 |
| Mold Remediation Process Rochester NY        | Not In Top 100 | 2 |
| Attic and Basement Mold Removal Rochester NY | Not In Top 100 | 3 |
| Attic Mold Removal Contractor Rochester NY   | Not In Top 100 | 3 |
| Mold Inspection & Testing Rochester NY       | Not In Top 100 | 3 |
| Professional Mold Inspection Rochester NY    | Not In Top 100 | 3 |
| Basement Mold Remediation Cost Rochester NY  | Not In Top 100 | 5 |
| Mold Remediation Prices Rochester NY         | Not In Top 100 | 5 |
| Mold Removal Cost Rochester NY               | Not In Top 100 | 7 |
| Attic Mold Remediation Cost Rochester NY     | Not In Top 100 | 7 |
| Attic Mold Removal Cost Rochester NY         | Not In Top 100 | 8 |
| Basement Mold Removal Cost Rochester NY      | Not In Top 100 | 9 |
| Professional Mold Removal Cost Rochester NY  | Not In Top 100 | 9 |

## Highlights

- Increased "Goal Conversion" by an average of 325%
- A huge spike in "Phone Calls" (Avg. 60-70 Calls in a Year).
- Most of the keywords have achieved the 1st page ranking in the targeted locations.
- In 2020, New Visits on the website represented 74.14% of the website's total traffic.

## Success

Organic traffic quadrupled within 3-6 months, once we took over their SEO campaign. This in line with a well-thought-out user experience resulted in a remarkable increase in leads and phone calls. Page 1 Google rankings were achieved for multiple relevant keywords within a span period of time.

The client experienced a lift in traffic and sales. Key metrics include:

- Increased Conversion Rates
- Increased CTR
- Increased Form Fills
- Increased Phone Calls
- Business increased by over 80%.

## Testimonial From The Owner, Joe Verdura.

"To say I was skeptical about SEO was an understatement, I didn't think it could really improve my business, but I figured I'd give it a shot. I'm sure glad I did, I went from getting 3-4 calls a month off my website to 4-5 calls a week. I'm now on



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page one of google and my business has increased 10x. 2020 was a great year for my business and it continues to grow thanks to WebWah and their SEO program.”

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