

SEO CASE STUDY

Client: Western New York Exterior Cleaning

Website URL: www.westernnewyorkwindowcleaning.com

Company Overview

The client opened his business 8 years ago. Western New York Exterior Cleaning specializes in exterior cleaning services such as window cleaning, house washing, roof cleaning, pressure washing, and gutter cleaning. In 2017, the owner of Western New York Exterior Cleaning hired webWAH! to create a new mobile-friendly website, improve their website's visibility on the major Search Engines, increase website traffic, and lead generation.



Challenges

The client did not have a website or online presence, or be found for any keywords in his industry.

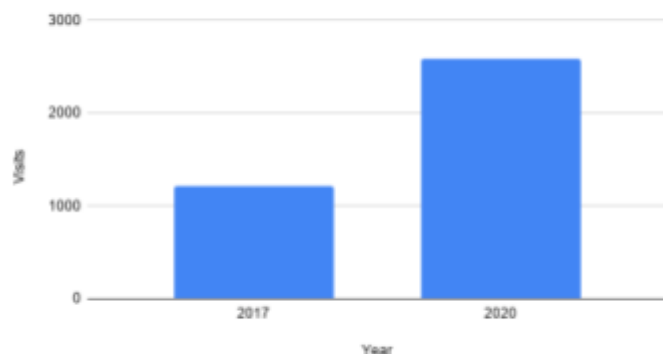
- His competitors were out ranking him on Google and could not be found for his business category for any of the related keywords/services.
- Increase the website's traffic and number of quality leads.

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.

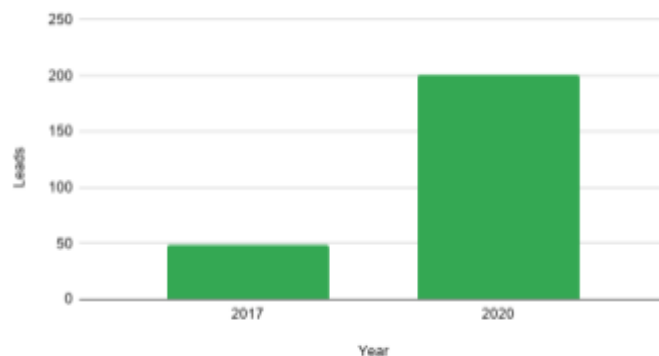
Visits

Visits vs. Year



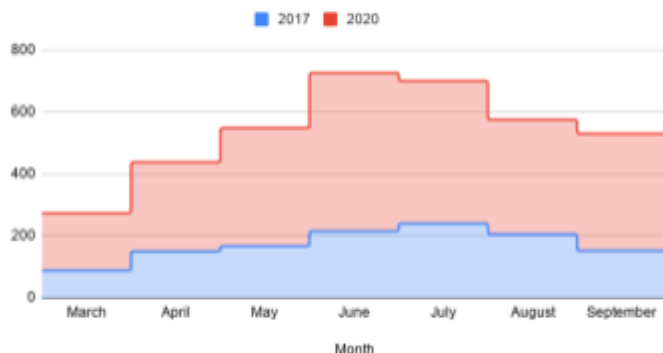
Leads

Leads vs. Year



March 2017- Sept 2020 Statistics

Visits



Leads



S.No.	Before SEO	After SEO
1.	Had no website or online presence.	The website is search engine-friendly and more appealing to the end users.
2.	Did not rank on Google for any keywords.	Ranks on Google for over 30 keywords.
3.	No online presence in other serving areas.	Now ranking in 6 serving areas.
4.	No website visits	Avg. 368 visits per month.
5.	%New Visits to the website were low.	%New Visits to the website have significantly improved.

Keyword Ranking Report

Keywords	Before SEO	Ranking
Residential Window Cleaning Webster NY	Not In Top 100	A, 1
Window Cleaner Webster NY	Not In Top 100	A, 1
Window Cleaning Company Webster NY	Not In Top 100	A, 1
Window Cleaning Services Webster NY	Not In Top 100	A, 1
Home Window Cleaning Webster NY	Not In Top 100	A, 1
Commercial Exterior Cleaning Webster NY	Not In Top 100	A, 1
House Washing Webster NY	Not In Top 100	A, 1
Commercial Gutter Cleaning Webster NY	Not In Top 100	A, 1
Commercial Power Washing Services Webster NY	Not In Top 100	A, 1
Commercial Pressure Cleaning Webster NY	Not In Top 100	A, 1
Commercial Window Cleaning Service Webster NY	Not In Top 100	A, 1
Exterior Building Cleaning Webster NY	Not In Top 100	A, 1
Exterior Commercial Building Cleaning Webster NY	Not In Top 100	A, 1
Gutter Cleaning Webster NY	Not In Top 100	A, 1
Siding Cleaning Service Webster NY	Not In Top 100	A, 1
Siding Washing Webster NY	Not In Top 100	A, 1
Soft Washing Webster NY	Not In Top 100	A, 1
Vinyl Siding Cleaning Webster NY	Not In Top 100	A, 1
Commercial Window Cleaning Webster NY	Not In Top 100	A, 1
Pressure Washing Webster NY	Not In Top 100	A, 1
Power Washing Webster NY	Not In Top 100	A, 1
Window Cleaning Webster NY	Not In Top 100	A, 1
Cleaning Service Webster NY	Not In Top 100	B, 1
Roof Cleaner Webster NY	Not In Top 100	B, 1
Roof Cleaning Services Webster NY	Not In Top 100	B, 1
Roof Washing Webster NY	Not In Top 100	B, 1
Roof Moss Removal Webster NY	Not In Top 100	B, 1
Battery Acid Rust Stains Webster NY	Not In Top 100	1
Exterior Cleaning Services Webster NY	Not In Top 100	1
Exterior Cleaning Webster NY	Not In Top 100	1
Fertilizer Rust Stains Webster NY	Not In Top 100	1
Irrigation Sprinkler Rust Stains Webster NY	Not In Top 100	1
Rust Removal and Remediation Webster NY	Not In Top 100	1
Rust Removal Webster NY	Not In Top 100	1
Rust Stain Removal Webster NY	Not In Top 100	1
Rust Stains Webster NY	Not In Top 100	1
Siding Cleaning Webster NY	Not In Top 100	1
Commercial Window Cleaning Cost Webster NY	Not In Top 100	1
Residential Graffiti Removal Webster NY	Not In Top 100	1
Commercial Graffiti Removal Webster NY	Not In Top 100	1
Commercial Power Washing Webster NY	Not In Top 100	2

Soft Wash Roof Cleaning Webster NY	Not In Top 100	3
Roof Cleaning Cost Webster NY	Not In Top 100	4
Maid Service Webster NY	Not In Top 100	7

Highlights

- Increased visits to the website by an average of 111.42%
- Increased "Goal Conversion" by an average of 310.20%
- Most of the keywords have achieved the top 5 rankings in all targeted areas.
- In 2020, New Visits on the website represented 76.06% of the website's 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 (GMB) were showing up on the first page of Google for many relevant industry keyword searches.

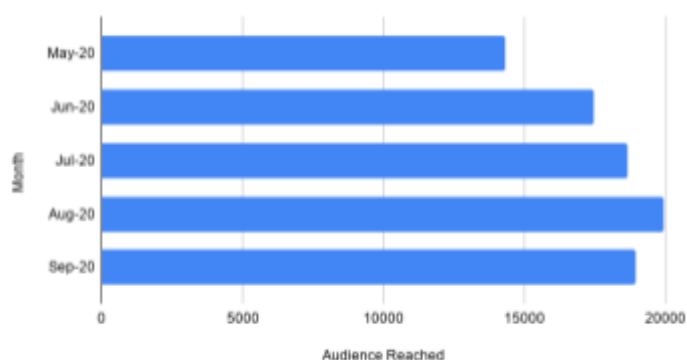
The SEO campaign has resulted in an increase in website traffic and the number of leads generated. The website's total **monthly visits increased by 111.42%** and most of the keywords have achieved the top 5 rankings in the targeted areas.

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 the Facebook Page, the SMM program was generating leads and user engagement. The 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.

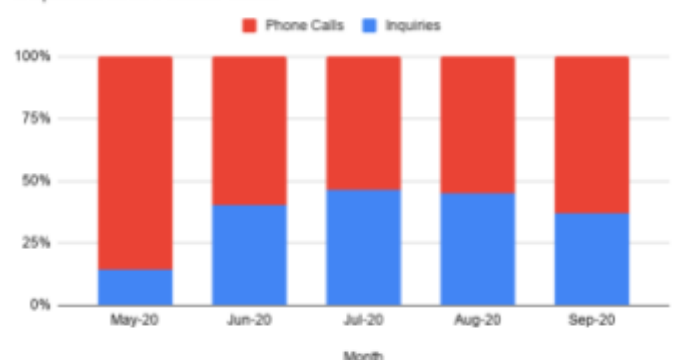
Audience Reach

Audience Reached vs. Month



Inquiries and Phone Calls

Inquiries and Phone Calls



Highlights of the SMM Program:

- The audience/people engagement reached to avg. 16K Per Month.
- The post engagement reached to avg. 642 views per month.
- Avg. 20-25 inquiries (form fills) received per month from Facebook.
- Avg. 35-38 phone calls generated per month from Facebook

Testimonial From The Owner, Mike Videtti.

"When I opened my business this past year, I knew I needed to have a website and presence online, but was not sure where to start. webWAH! delivered both for me. The team at webWAH! is easy to work with and had my new website up and running in no time at all. It did take some time for the leads to start coming in, but once my SEO program was up and running for a few months, we started getting phone calls and emails from people telling me that they found us on Google. My sales rep also suggested we do pay per click advertising on Google as well, and that program has worked great too. Our business has had great growth this past year, and we spend most of our advertising budget with webWAH! They are a great business partner and easy to work with. Thank you, webWAH!"