

Lift Conversions

Digital Marketing Agency

Local SEO Case Study: Location Page Effectiveness

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At Lift Conversions, we have developed a formula for winning Local SEO that has proven itself time and again in all corners of the United States. This formula is based entirely on content and onsite SEO steps taken during upload and therefore is not reliant on algorithm updates, backlinking or spamming keywords against search engine policy. No, our approach focuses on using content – evergreen content – to deliver useful information relating to a company's goods or services and the geographic locations in which they can find, acquire or secure these goods and/or services from our client company. Again, this is simple and straightforward without any fancy search engine optimization tricks that must be adhered to for the long-term. In short, it's effective Local SEO without the traditional SEO price tag. This makes it available to every business with a website property and a solid reason to build one if you haven't already.

To illustrate the effectiveness of our Local SEO efforts, we have been granted permission to use a real client's data in this case study. We believe this tells an extraordinary tale of success with an expenditure that's not beyond any business – from a budgetary and workload standpoint. It requires no expertise on the part of the client company and no monthly management steps to keep relevant after services have completed – though website updates are a part of owning a website that's independent of this work. Suffice it to say, if you keep your website running and up-to-date then these pages will deliver the same amazing results for your company that they have for the case study participant – Roofing by Hernandez.

Case Study Client Facts

Company Name: Roofing by Hernandez

Company Owner: Ivan Hernandez

Domain: www.roofingbyhernandez.com

Industry: Roofing

Company Size: Mid-Sized

Service Area: Chicago with an emphasis on the Northwest Side

Services: Roof Installation, Roof Repair, Roof Replacement, Emergency Roofing, Insurance Claim Roofing

Specialties: Flat, Low-Slope, Pitched

Image Source: SpyFu

The Setup: How It Started

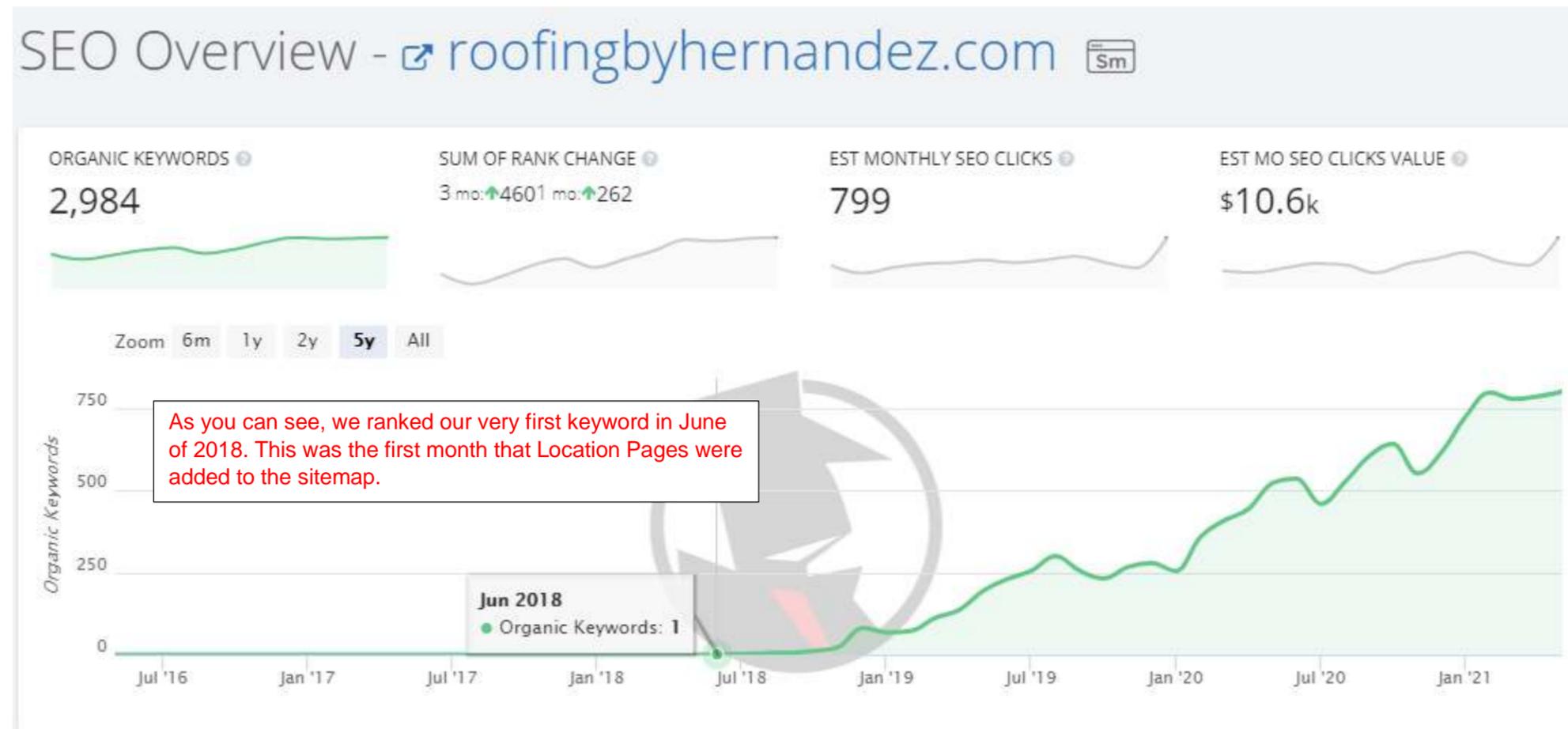
When Mr. Hernandez came to us, he did not have an active domain and no website property to speak of. Our solution was first to build a website for his business which included our working with him to choose the domain name. So, the domain name chosen, www.roofingbyhernandez.com, had zero history and no organic keywords whatsoever. We started from ground zero so all results delivered from that date are directly influenced by the Local SEO work done afterward. This site was built successfully and went online with a 40-page layout at the end of May 2018. That gives us three full years of history on which to base this case study with five (5) new location pages being added to the website each month for that entire duration. The results, as laid out below in overviews, speak for themselves and have been replicated on multiple other sites in a variety of industries across the US. So, results can be achieved with your site as well if you follow our proven formula for success and give it the time necessary to bear fruit.

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June 2018: We Rank Our First Keyword

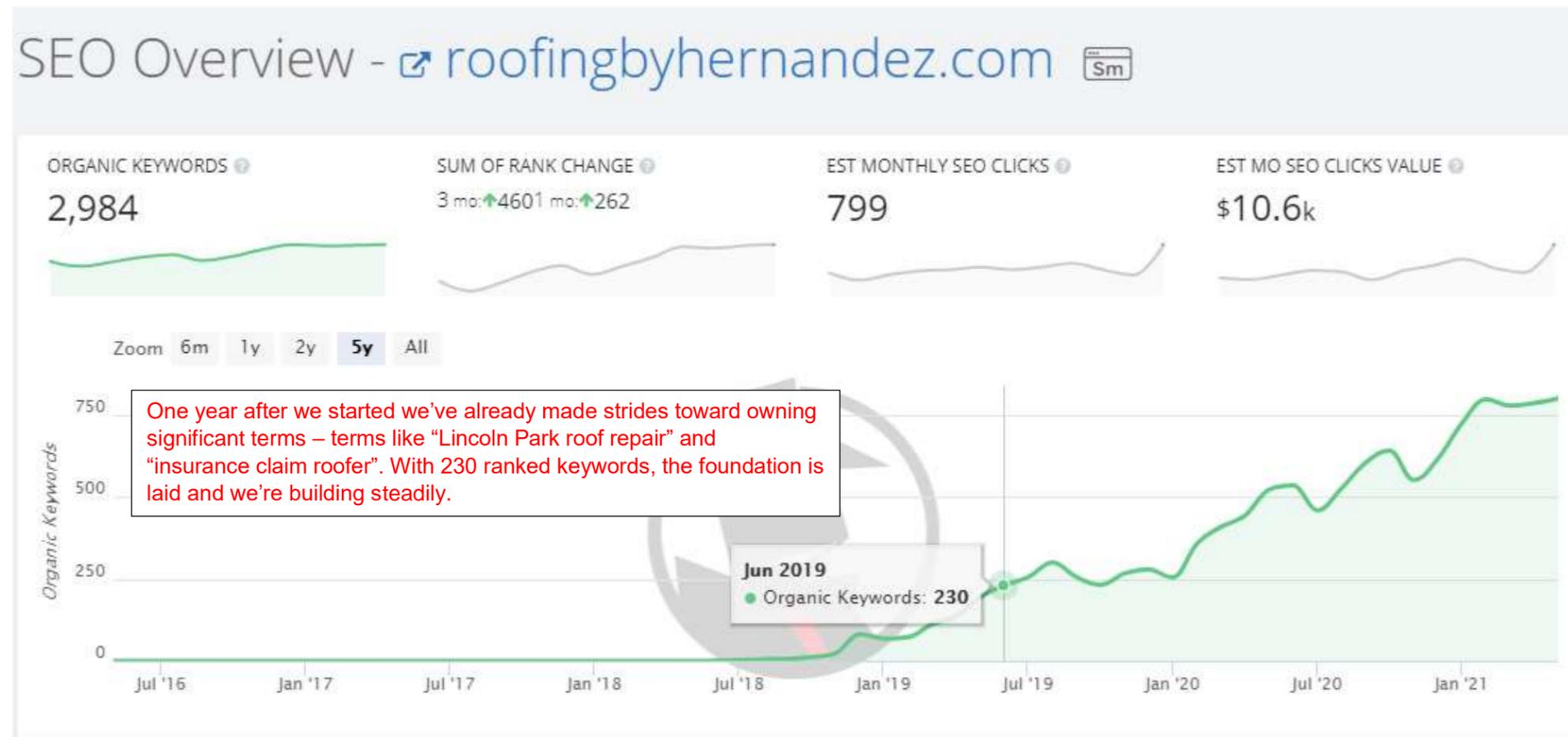


The overview image above is from one of our SEO tools, SpyFu, and gives you a quick idea of performance in a range of categories relating to a site's SEO. The organic keywords show you how many keywords the site is ranking for today – not when we started. But think about that number for a second. In three short years, we went from nothing – no history for the domain whatsoever – to almost 3,000 keywords ranking and 800 clicks from organic sources. This equates to a SEO value over \$10k! We can do this for you too.

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June 2019: We've Already Made An Impact

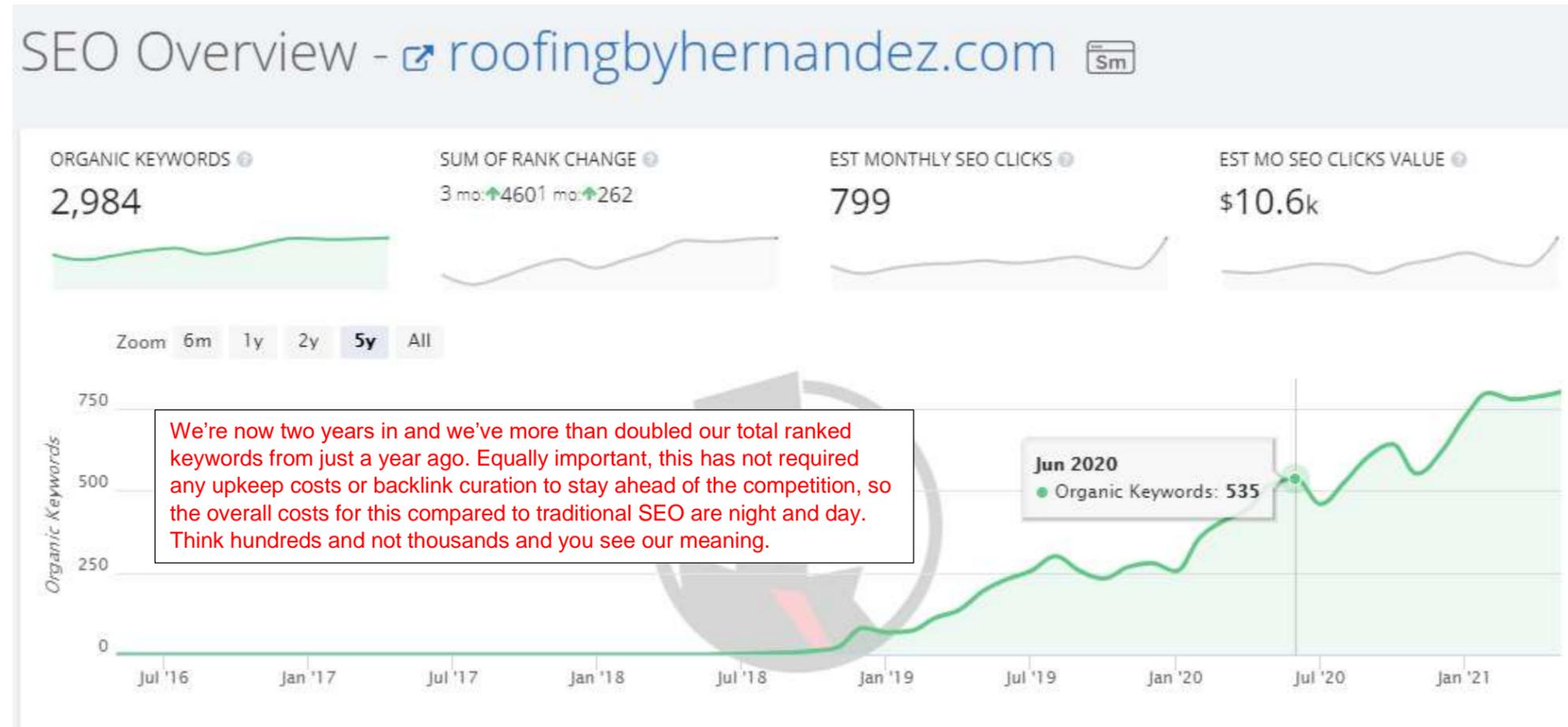


As you can see, we've made inroads into our keyword universe in 12 months' time. This required 12 months to accomplish and may not seem like it's taking off to someone without experience watching domain growth but we assure you it takes some time for the engine to catch up to the work, as you'll see in the images to come. Plus, you can tell where we're going with this when you compare the organic keywords shown as today's results – 2,984 – to the 230 we had two years ago. That's an increase of more than 10x its value from June 2019 so we're on the right track and it's easy to see!

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June 2020: The Pandemic Is In Full Swing

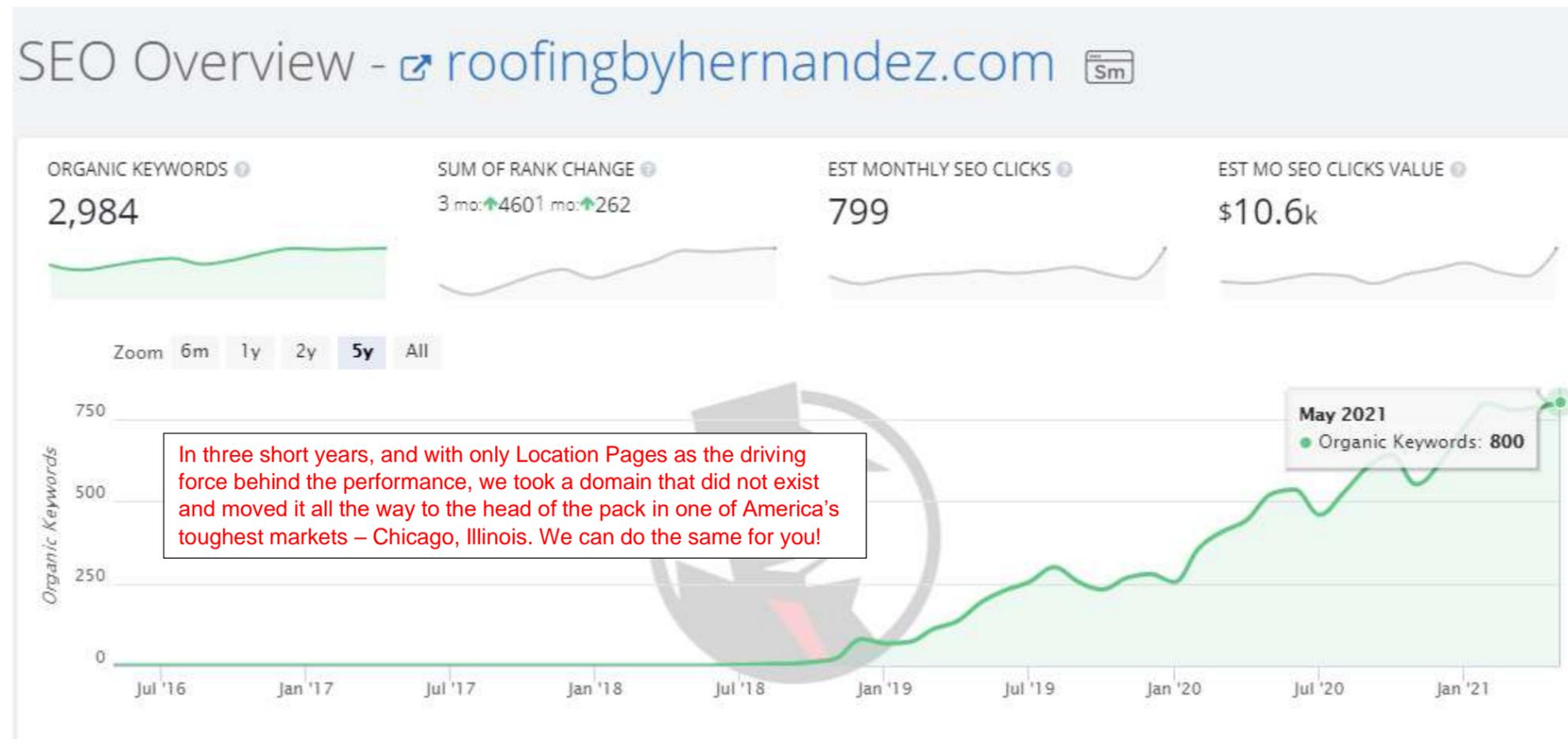


Two years into the strategy, that's 24 months of five (5) Location Pages per month or 120 new pages added to the overall sitemap, you can see that we've doubled our organic keyword count over the last 12 months. This was expected as Location Pages can take some time to index effectively but once they do their impact is clear to see. And they never fall away because users will never stop searching for these terms. You cannot buy a product or service without searching for specific terms and once we own those it's difficult for anyone to take them from us – thus the evergreen content angle we preach to every client who listens. Again, this will work for your company too.

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June 2021: \$10,000 In SEO Click Value Every Month!



Case Study Conclusion

With the exact same formula, Lift Conversions can take your business to the very top – just like we've done with Roofing by Hernandez. Mr. Hernandez is a savvy business owner with a drive for excellent work and honest pricing – both in the customers he works with and the vendors he trusts to ensure his business is thriving at every turn. In partnership with Lift Conversions, he's taken his business to new heights and never once had to worry about whether or not the strategy was working for him. It has proven itself every step of the way and helped him turn his affordable monthly Local SEO investment into a driving force for his business. That's what SEO click values that reach five figures every month can do and we're still improving month after month with new pages aimed at bettering performance into 2022. Our team can do the same for your business if given the opportunity so reach out when you're ready to learn more about our unique approach to Local SEO in your specific geography.

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