Case Study

How OnlineImage® Made a Difference

OnlineImage®
UNIQUE · ACCURATE · RESULTS

Liberty Restoration came to OnlineImage® with virtually no online visibility to speak of. By focusing on their website goals, we created a unique and effective strategy for their local brand. Our tactics started with choosing the right keywords based on expert in-house analysis and then site redesign with PPC support. We also completed geo-targeted link building and added unique and relevant content for each of the client's locations. The client is now ranking for 45 relevant keyterms on the front page of Google results and has seen increased impressions, page views and time spent on pages. Our work at OnlineImage® has allowed the business to flourish and attract new customers.

Client Profile

We had to figure out how a relatively small company with a limited budget could compete online with larger competitors in relevant geographic locations. Our client, Liberty Restoration, LLC, is a local contractor with a focus on mold remediation, fire damage repair and water damage repair. Their primary internet marketing goal was to increase service calls for locations in two cities.

The client's site wasn't ranking at all for keywords related to the services it offered, and if potential customers did get to the site, they found a cluttered layout and outdated design that failed to guide them toward making that first phone call. Then, low-quality links back to the site resulted in a manual action from Google, making the site almost impossible to find via search engines.

What Did We Do?

Getting wins for this client required a team of specialists including SEO analysts, web designers, link-building experts, PPC campaigners and writers.

The process started with a **full site redesign**. Because of the client's goal to use the site to drive phone calls, we focused on drawing the reader to a contact form and added a prominent click-friendly phone number on each page. We also simplified the color scheme and layout, and then made the site responsive and mobile friendly. This set the stage beautifully for our next strategic steps.

Next, it was imperative to address the issue with **bad backlinks**. Our link team focused on removing and otherwise dealing with all the low-quality links, and we got the manual action penalty removed in short order. The next step was earning high-quality links, but first we needed a winning keyword strategy.

Enter our **SEO analysts**. It was clear that the client needed to get the attention of potential clients, but there's a lot of noise to cut through in the world of restoration contractors. Our analysts paired service-related terms we knew customers use with geo-locator terms, and then spread the word to the PPC managers, link specialists and content creators.

We might have been moderately successful had we stopped at simply adding the **geo-locator keyword terms** to the content on existing pages within the site, but more was required based on the fierce competition faced by our client. Based on tests we had performed with our other clients, we decided to **create unique landing pages for each main service in each city**. With an ear to the ground for what potential customers from each area would care about when visiting the site, we wrote unique content for every page.

Meanwhile, our unique content started **earning high-quality links** that related directly to the search terms our analysts identified. This was paired with **PPC support** that gave the newly designed site the paid-traffic boost it needed to excel in Organic as well as Paid traffic channels.
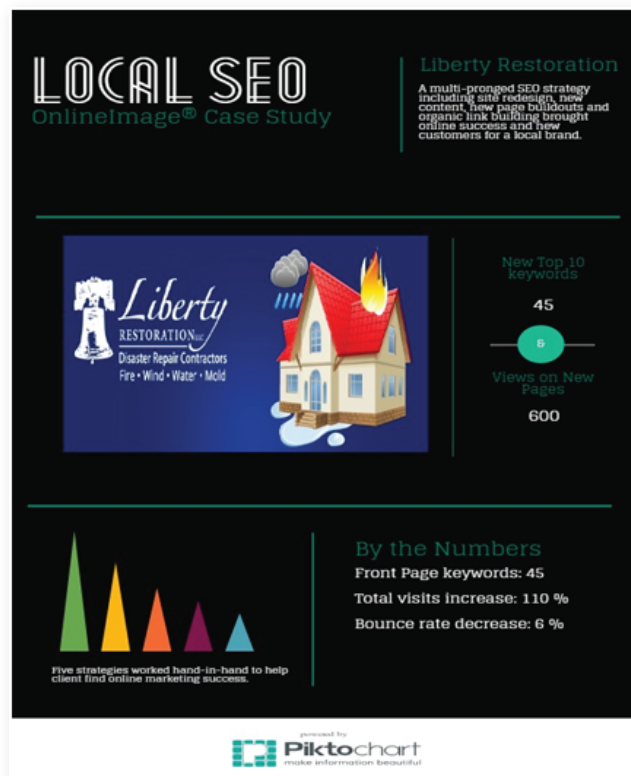
Before

After

What Were the Results?

Our precise geo-targeting paired with enhanced site design and a fresh backlink profile rocketed Liberty Restoration from relative obscurity to the first page of Google results for more than 40 terms related to its services. New pages for the client's second location shot to the top of search engine results pages quickly, and traffic followed.

In our first year, we saw 87 percent more unique page views overall, and a 74 percent increase in organic search sessions. Our site redesign also meant an increase in pages viewed per session of 14 percent and a lower bounce rate.

How did this Translate to ROI for the Client?

Our five-pronged strategy of redesigning the site for conversions, removing bad backlinks, adding high-quality local content, earning high-quality links and adding PPC support solve this client's problems and brought him more business.

How Can OnlineImage® Build Your Brand?

At Online Image®, we use **UNIQUE** and proprietary internet marketing software that lets you take control of your internet marketing and advertising. We develop **ACCURATE** and targeted online marketing campaigns for your specific locations and demographics. Affiliate marketing companies, small businesses, and national franchises see **RESULTS** through a measurable ROI they can trust. We did it for Liberty Restoration, and we would love to do it for you too. Call us at (801) 261-5700 or visit us and get a free website analysis at OnlineImage.com.

(801) 261-5700

www.onlineimage.com

5353 S. 960 E. Suite 220, Murray, Utah. 84117

OnlineImage®
UNIQUE · ACCURATE · RESULTS