

November 2018 Sample Construction Client Website SEO Results



A CASE STUDY: CONSTRUCTION COMPANY 1 MONTH ANALYSIS (WITH 12 MONTH YOY COMPARISONS)

THE REQUEST:

- ZenFires was asked to take over SEO for a national construction company from a previous web marketing agency in December 2017.

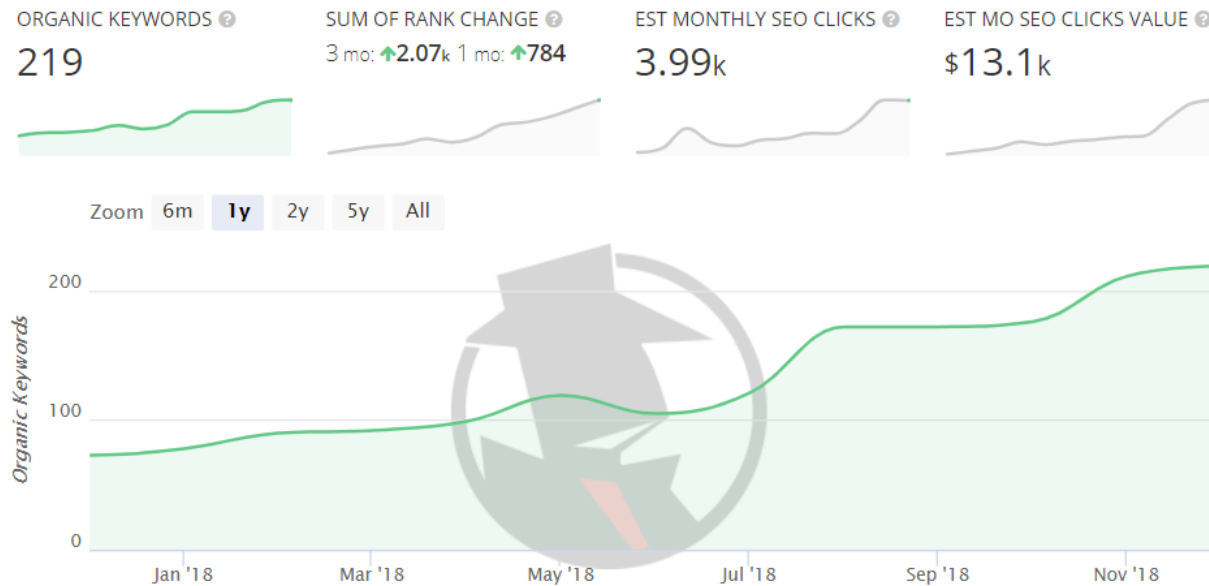
REPORTING:

- The results below are pulled from a regular monthly report; a snapshot of November 2018.

RESULTS:

- Client ranked for 81 keywords on Page 1 of Google search results.
- 89% of website visits from search engines (organic/SEO) were first-time visits in November 2018.
- There were 30% more visits in November 2018 from search engines than a year prior.
- Top keywords served (impressions) by Google for website in November included 'commercial contractor,' 'commercial construction' and 'general construction.'
- Top keywords ranked #1 by Google in November included 'commercial remodeling,' 'retail building construction' and 'commercial construction project.'

Organic Rankings



Keyword Gainers and Losers

Improved Ranks: 111 [?]



Newly Ranked Keywords: 21 [?]



Lost Ranks: 83 [?]

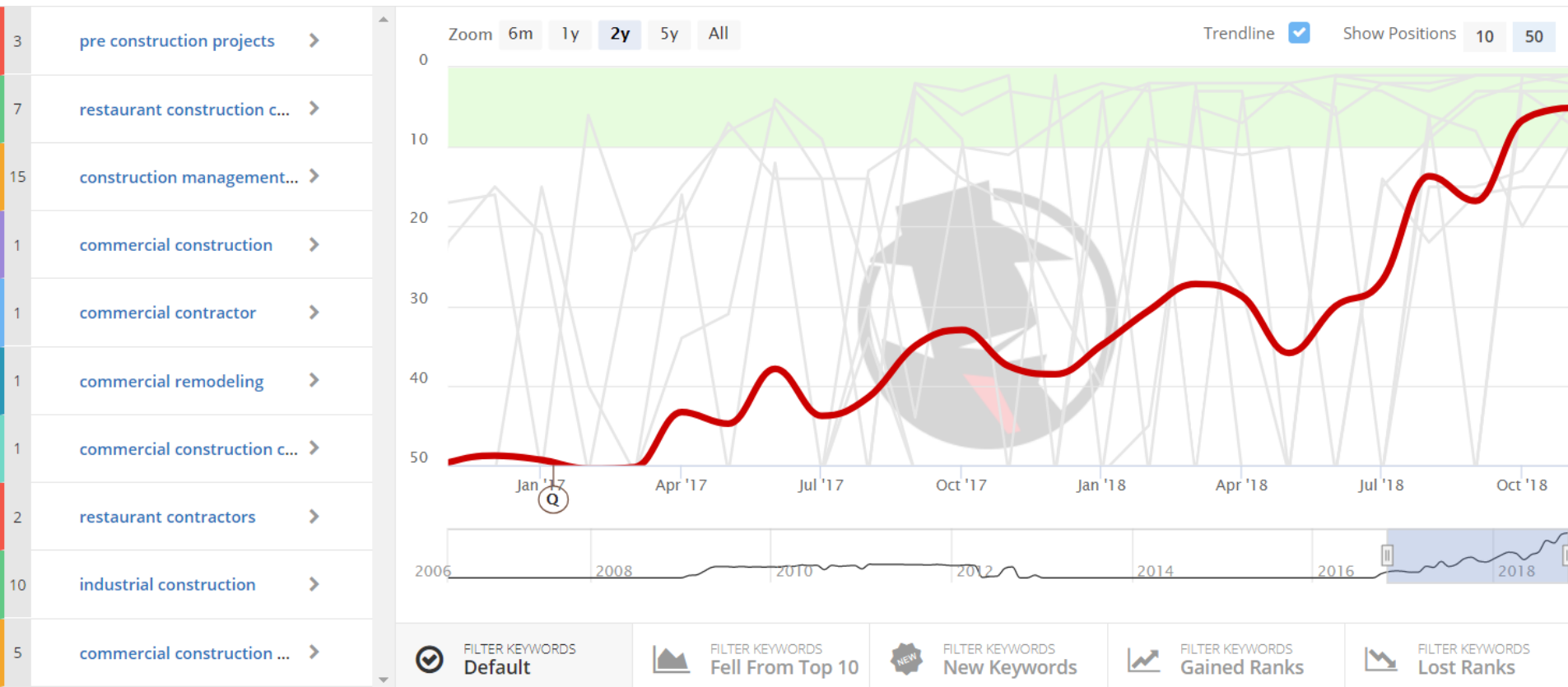


Inbound Links [?]

- Blogs
- News
- Has affiliate links
- Forums
- .Gov / .edu
- Directories

This graph shows overall growth in keywords ranked over time.

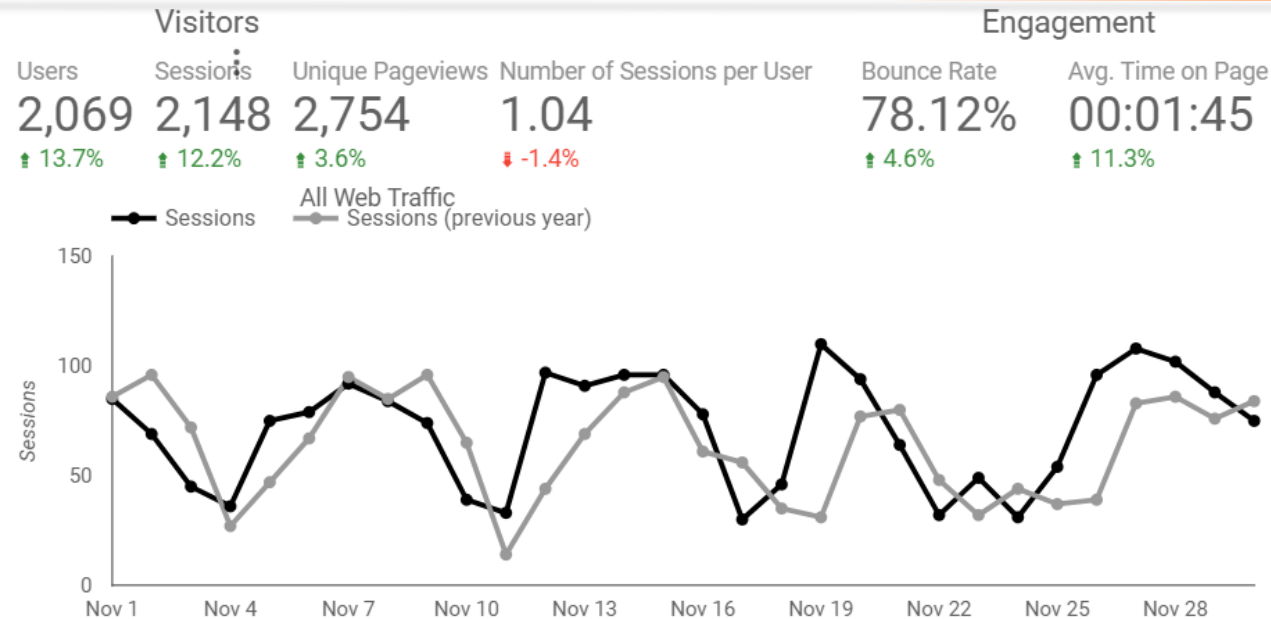
Rankings



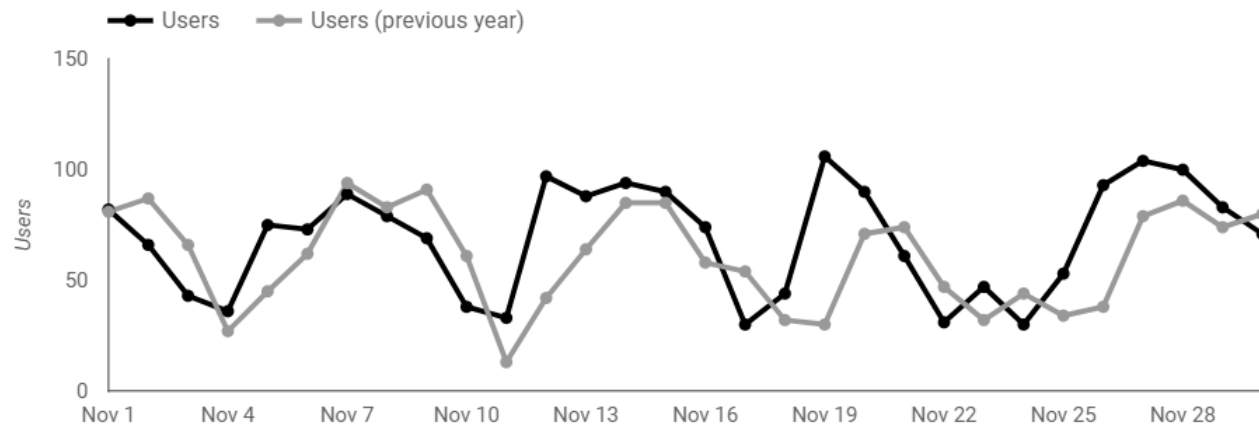
This graph shows the top 10 keyword phrases driving traffic to the website, and their overall ranking improvement over time.

Website Traffic

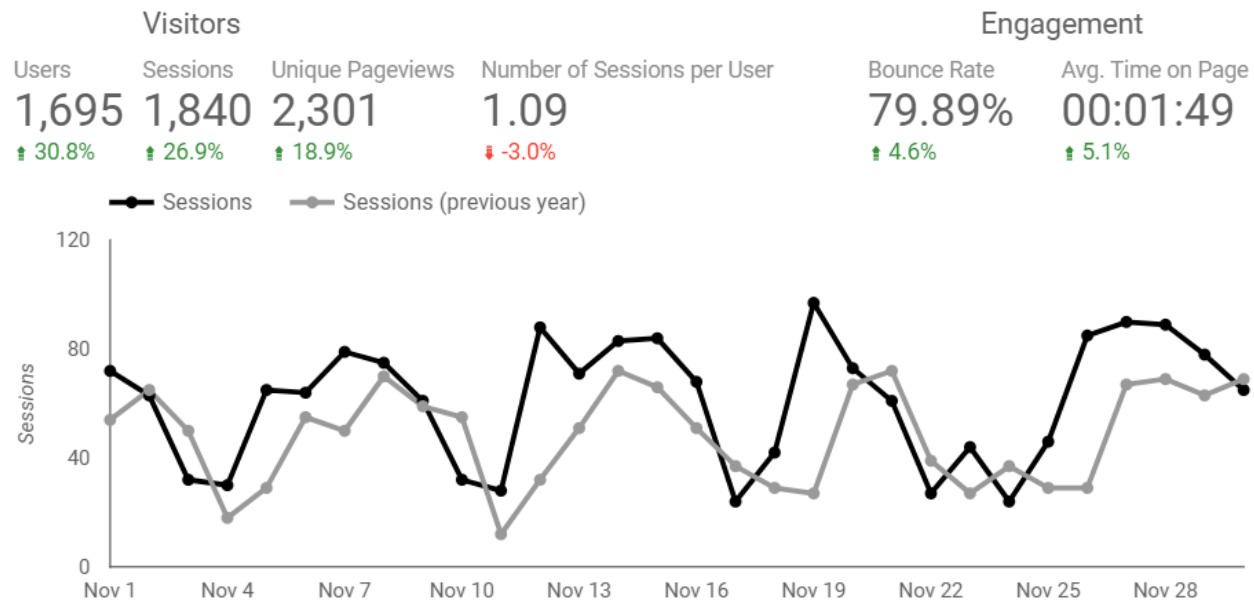
All Website Traffic - Sessions (Year over Year)



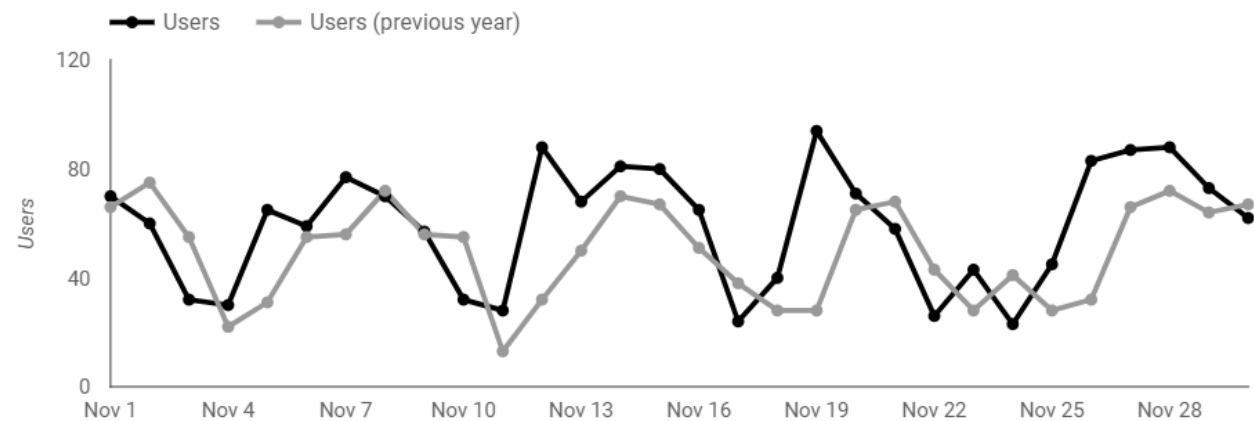
All Website Traffic - Users (Year over Year)



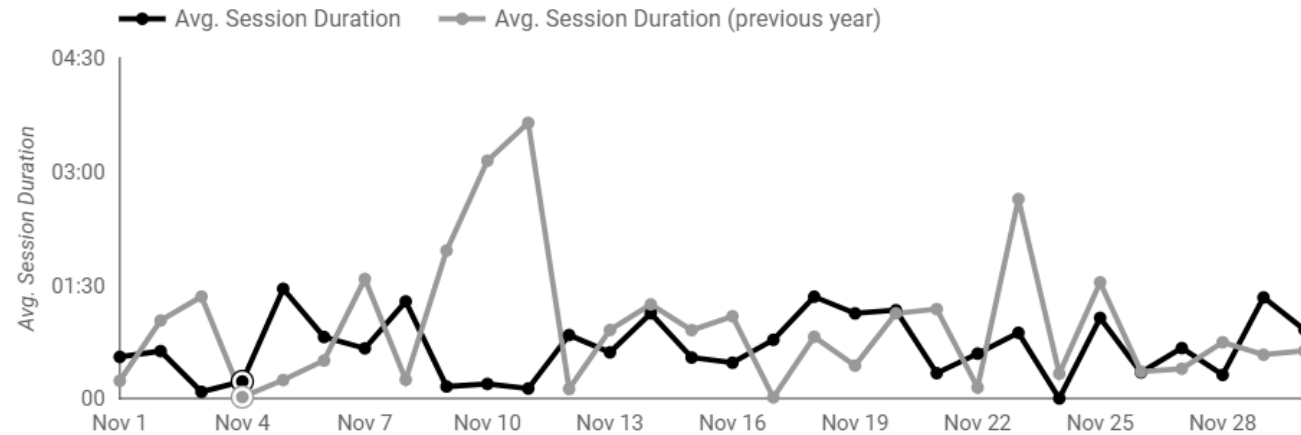
Organic Traffic - Sessions (SEO; Year over Year)



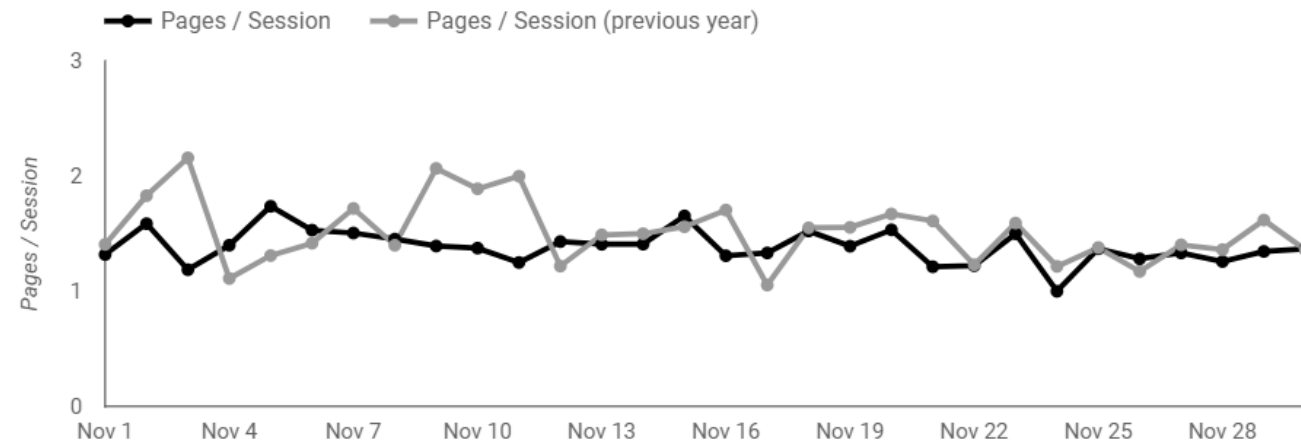
Organic Traffic - Users (SEO; Year over Year)



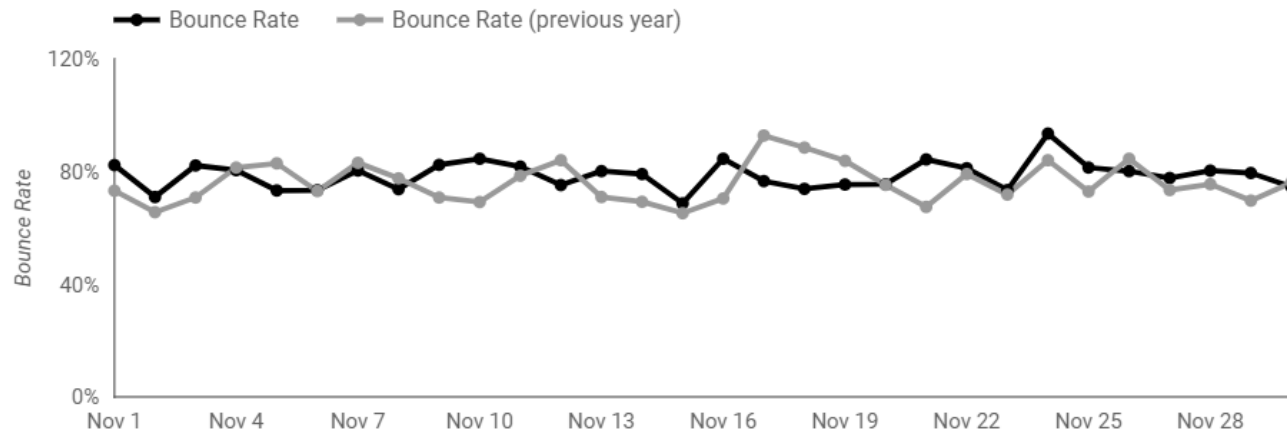
Avg. Session Duration (Year over Year)



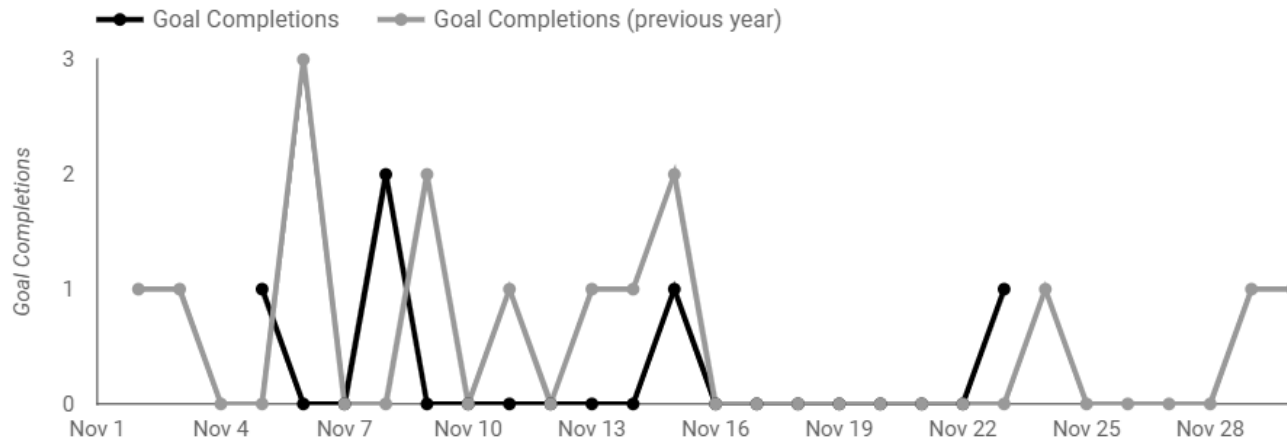
Pages / Session (Year over Year)

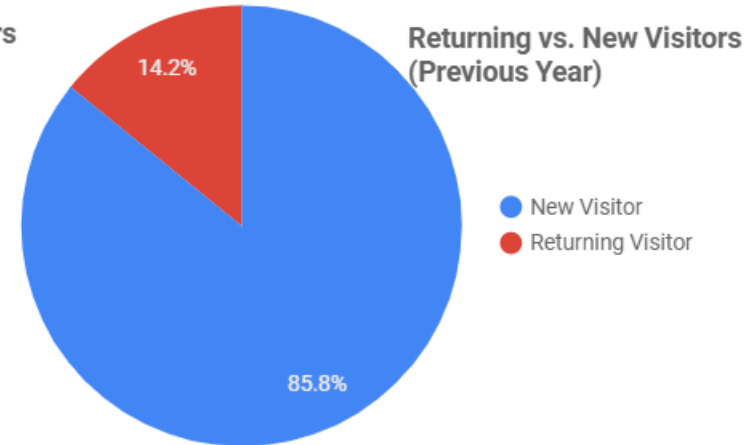
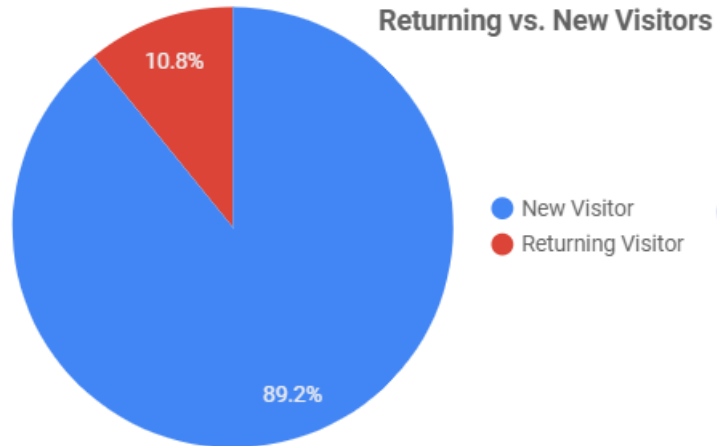


Bounce Rate (Year over Year)

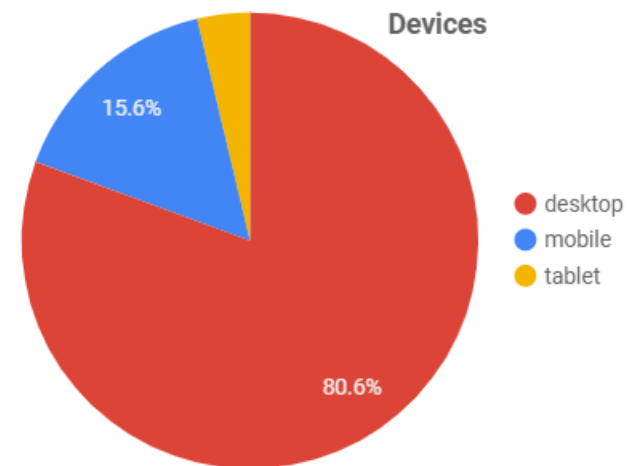
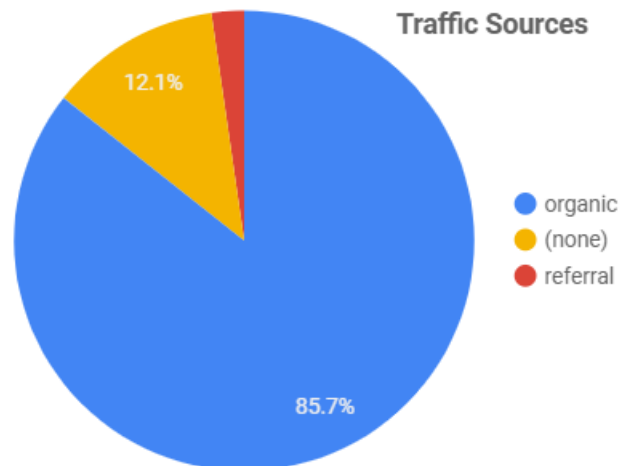


Goal Completions (Year over Year)





Traffic Sources , Devices, & Visitors
(86% of website traffic is organic/SEO)



Impressions
87,531
↓ -4.1%

Average Position
19.82
↑ 6.5%

Site CTR
2.41%
↑ 0.5%

Clicks
2,111
↓ -3.6%

	Query	Impressions ▾	% Δ	Average Position	% Δ	Site CTR	% Δ	Clicks	% Δ
1.	commercial contractor	9,827	-32.1% ↓	2.29	3.4% ↑	0.15%	22.8% ↑	15	-16.7% ↓
2.	commercial construction	6,435	7.4% ↑	6.51	29.6% ↑	2.86%	-10.8% ↓	184	-4.2% ↓
3.	general construction	2,081	-11.5% ↓	6.86	-13.5% ↓	1.68%	-1.1% ↓	35	-12.5% ↓
4.	commercial remodeling	1,537	-8.5% ↓	3.89	-17.6% ↓	0.46%	27.5% ↑	7	16.7% ↑
5.	types of construction contracts	999	-5.3% ↓	8.14	-10.4% ↓	1.8%	5.6% ↑	18	0.0%
6.	preconstruction	858	-20.6% ↓	11.29	54.8% ↑	0.58%	-74.8% ↓	5	-80.0% ↓
7.	industrial construction	851	-7.4% ↓	35.07	19.0% ↑	0.12%	8.0% ↑	1	0.0%
8.	retail construction	844	-9.1% ↓	6.7	-0.4% ↓	0.95%	-53.7% ↓	8	-57.9% ↓
9.	commercial building contractors	784	-8.9% ↓	9.87	10.4% ↑	0%	-100.0% ↓	0	-100.0% ↓
10.	commercial construction contractor	742	-7.2% ↓	3.35	25.3% ↑	0.54%	115.6% ↑	4	100.0% ↑
11.	commercial general contractor	725	1.4% ↑	7.68	-18.2% ↓	0.28%	97.2% ↑	2	100.0% ↑
12.	commercial renovation	718	6.2% ↑	13.65	-2.4% ↓	0.14%	-	1	-
13.	ground up construction	619	-6.5% ↓	2.44	1.6% ↑	8.4%	-18.2% ↓	52	-23.5% ↓
14.	commercial general contractors	525	3,181.3% ↑	65.19	97.6% ↑	0%	-	0	-
15.	types of contract in construction	489	-2.2% ↓	7.51	-13.6% ↓	3.68%	53.4% ↑	18	50.0% ↑
16.	types of contracts in construction	465	-14.5% ↓	7.03	-13.9% ↓	5.16%	75.5% ↑	24	50.0% ↑
17.	class a office space	460	22.7% ↑	14.47	-6.0% ↓	0.87%	-	4	-
18.	construction budget	456	2.7% ↑	5.71	-1.3% ↓	4.17%	-15.9% ↓	19	-13.6% ↓
19.	commercial building construction	441	105.1% ↑	2.95	-60.9% ↓	2.04%	338.8% ↑	9	800.0% ↑
20.	buildrite	416	-37.3% ↓	7.23	9.5% ↑	7.69%	6.4% ↑	32	-33.3% ↓

SEO Backlink Placements

The list entails **3** site links submitted to social bookmarking sites, such as:



Thank you

