MASTERCRAFT WEB SOLUTIONS

SEO Case Study

Alabama Garage Door Company

40% ↑
increase in quote form fills

40% ↑
increase in calls from Google Business Profile

228% ↑
increase in website traffic for “Garage Door Repair”

Challenge

“We are a small, locally-owned garage door company in North Alabama. We are desperate for a new marketing company. We have had 5 marketing companies and they have all given us the bait and switch.”

That was the first email we received from an Alabama Garage Door Company. They had been burned by multiple marketing agencies and were only left with:

- A generic-looking website
- No key content for the website
- Low Google rankings for all keywords

But, they didn’t just want a better website and more traffic — they wanted to grow their business and presence in the market.

Services Provided

For this project we utilized the following services:

- Onpage SEO
- Local SEO
- Offpage SEO
- Website Design

Strategy

To start, we focused on improving the website’s visuals and copy. This would give them an immediate way to differentiate themselves from their competitors.

While reworking their website we also initiated our Local SEO formula. This strategy included:

- Optimizing the Google Business Profile (GBP)
- Posting on the GBP profile 3 times a week
- Creating citations

This allowed the GBP to start generating leads and dominate their local Athens market while we were redesigning the website.

When it came to choosing the target keyword for the campaign we focused on one of their potential growth areas. Since the client had great relationships with local builders, they already had strong sales in installations. So, we chose to focus our SEO efforts on the “garage door repair” keyword. This strategy included:

- Onpage content
- Inner linking strategies
- White hat backlinks and citations

Key Performance Indicators (KPIs) + Results

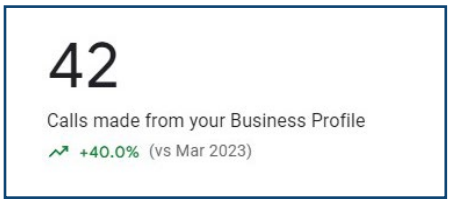
To measure the success of this project we tracked the following KPIs. And next to each KPI are the results we were able to achieve for Stateline.

1. Increase Google Search Traffic for "Garage Door Repair" keywords and variables
   - **228% increase in website traffic for "Garage Door Repair" in 6 months**
2. Increase the rankings of "garage door repair" in Huntsville, AL (A bigger city 30 mins away)
   - **"Garage Door Repair" went from ranking mid 40's to within top 10 in organic rankings in 6 months**
3. Increase Quote Form Fills
   - **40% increase in quote form fills in 6 months**
4. Increase Calls from Google Business Profile
   - **40% increase in calls from GBP in 12 months**

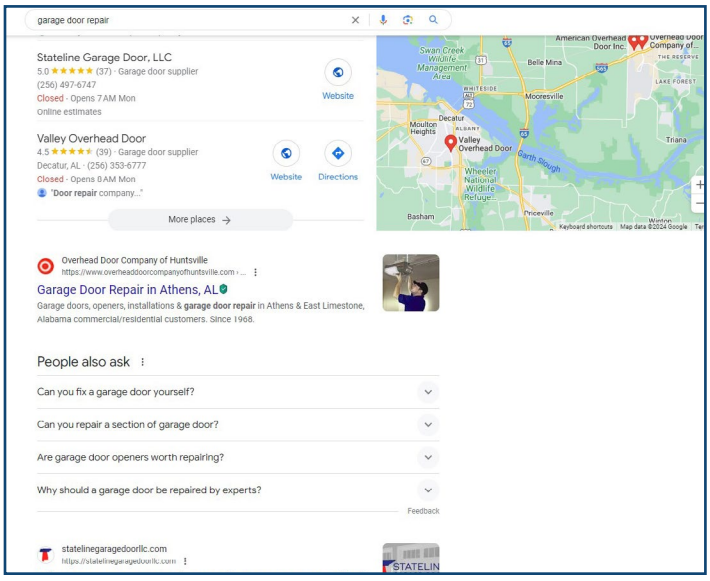
References

Below are screenshots from various platforms to show the exact results Stateline was able to realize.

Google Search Console Results



Google Business Profile Results



Google Local SEO Results