

A PROVEN AND INDUSTRY-LEADING STRATEGY

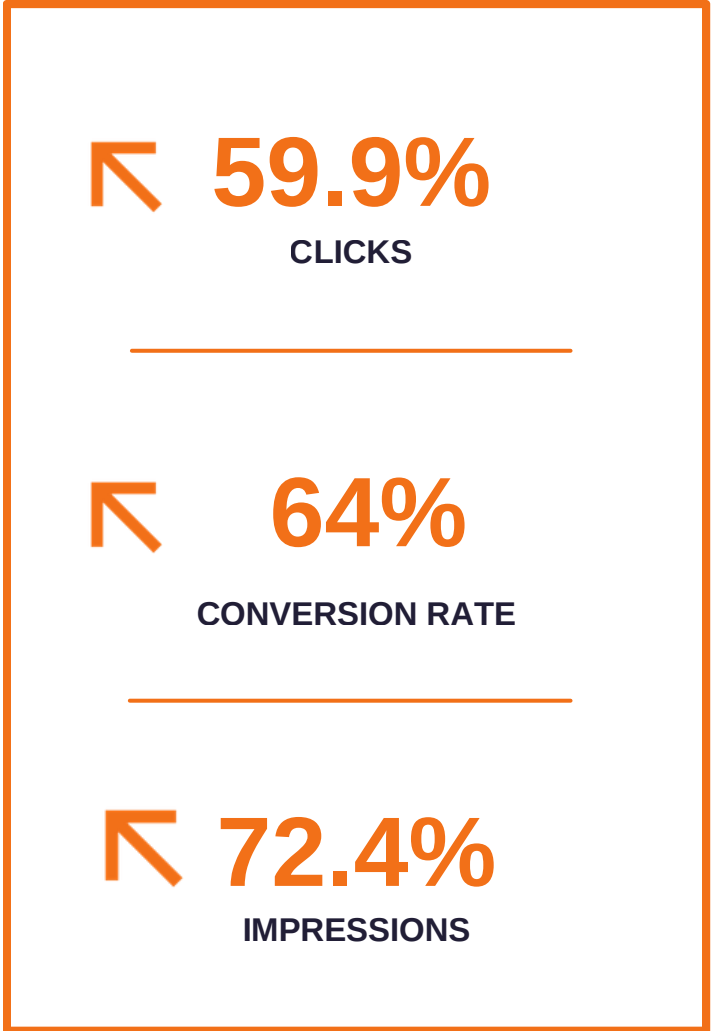


THE CHALLENGE

AM Construction faced strong competition in the highly competitive home improvement industry, limiting their visibility for high-intent roofing, siding, and window replacement searches. Their website lacked the optimized content structure and keyword targeting needed to consistently rank and attract qualified local leads.

OUR SOLUTION

We implemented a targeted SEO and AI-driven content strategy focused on expanding service pages, improving local keyword coverage, and optimizing technical website performance. Combined with ongoing development and conversion-focused enhancements, this helped increase rankings, organic traffic, and inbound lead opportunities.



BEFORE	
CLICKS	8.6K
IMPRESSIONS	210K
TRAFFIC	7.9K
AVERAGE PAGE POSITION	32.1
CONVERSION RATE	2.5%

AFTER	
CLICKS	13.75K
IMPRESSIONS	362K
TRAFFIC	12.5K
AVERAGE PAGE POSITION	18.4
CONVERSION RATE	4.1%

Statistics Date Range: (2024 - 2025)