

# A PROVEN AND INDUSTRY-LEADING STRATEGY

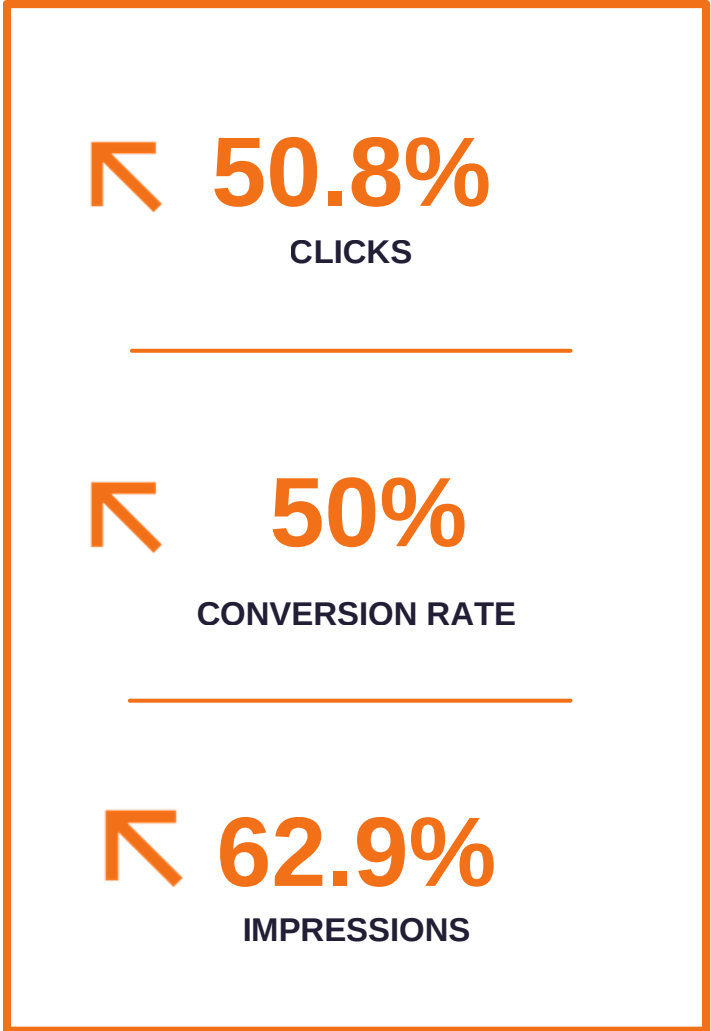


## THE CHALLENGE

By Carl's struggled with low organic visibility in a highly competitive local market, limiting their ability to attract consistent inbound traffic. Their website lacked optimized content and structure to support high-intent searches related to their core services and products.

## OUR SOLUTION

We executed a targeted SEO and AI content strategy focused on improving keyword coverage, optimizing core pages, and enhancing the overall site experience. Through ongoing development and content expansion, we increased search visibility and drove more qualified traffic to the site.



BEFORE	
CLICKS	6.2K
IMPRESSIONS	132K
TRAFFIC	5.8K
AVERAGE PAGE POSITION	31.2
CONVERSION RATE	2.4%

AFTER	
CLICKS	9.35K
IMPRESSIONS	215K
TRAFFIC	8.4K
AVERAGE PAGE POSITION	19.6
CONVERSION RATE	3.6%

Statistics Date Range: (2024 - 2025)