

# A PROVEN AND INDUSTRY-LEADING STRATEGY

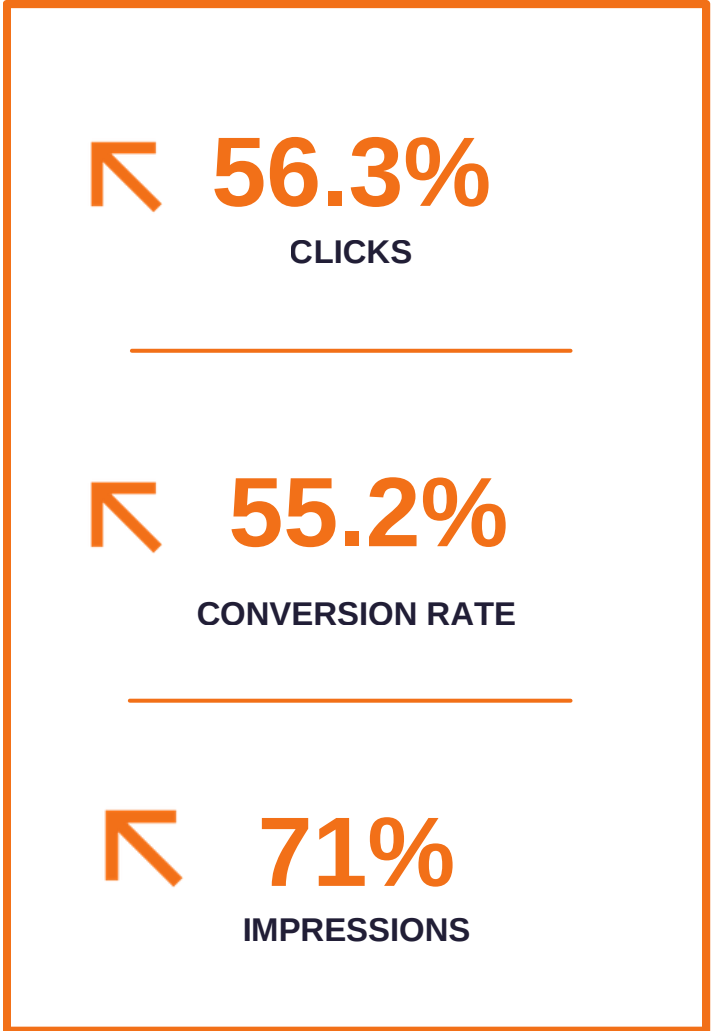


## THE CHALLENGE

Heiler Painting was not capturing enough visibility for competitive local painting searches, limiting their ability to generate consistent inbound leads. Their website lacked optimized content and a structure that supported strong local SEO performance.

## OUR SOLUTION

We developed a localized SEO strategy supported by AI-driven content creation, targeting high-intent residential and commercial painting keywords. Alongside website optimization and performance improvements, this helped increase rankings, traffic, and lead volume.



| BEFORE                |      |
|-----------------------|------|
| CLICKS                | 5.6K |
| IMPRESSIONS           | 145K |
| TRAFFIC               | 5.1K |
| AVERAGE PAGE POSITION | 29.2 |
| CONVERSION RATE       | 2.9% |

| AFTER                 |       |
|-----------------------|-------|
| CLICKS                | 8.75K |
| IMPRESSIONS           | 248K  |
| TRAFFIC               | 7.9K  |
| AVERAGE PAGE POSITION | 17.2  |
| CONVERSION RATE       | 4.5%  |

Statistics Date Range: (2024 - 2025)