



Home Renovation | Case Study

For close to a year, the client has held a special place in our SEO client roster. Despite the persistent challenges encountered in the home improvement industry, we are delighted to showcase the remarkable achievements that have arisen from our collaborative SEO efforts.

Notable Contributions (SEO)

1. Organic search contributed to 754 or 27.66% of the total website users
2. Organic search contributed 739 or 27.12% of the total new users
3. Organic search contributed 952 or 31.69% of the total sessions
4. Organic search contributed 33 or 60% of the total thank you page completions.
5. Most of the keywords we track dominate the first and second rank in the local pack (map rankings)

Notable Improvement (SEO)

1. Total clicks for the whole duration of the campaign improved by 3.55% and total impressions improved by 7.56%. Average position also improved from 51.2 to 48.6.
2. We also saw improvements in the following keywords:
 - bathroom remodeling service increased by 1 rank in the local pack.
 - home design and remodeling service increased by 1 rank in the local pack.
 - home renovation increased by 1 rank in the local pack.
 - home renovation near me increased by 1 rank in the local pack.
 - design and remodeling increased by 2 ranks in the local finder
 - home renovation firm increased by 2 ranks in the local finder
 - bath remodeling service increased by 1 rank in the local finder
 - home design and remodeling increased by 1 rank in the local finder
 - home renovation increased by 1 rank in the local finder
 - remodeling and design increased by 1 rank in the local finder

Google Analytics

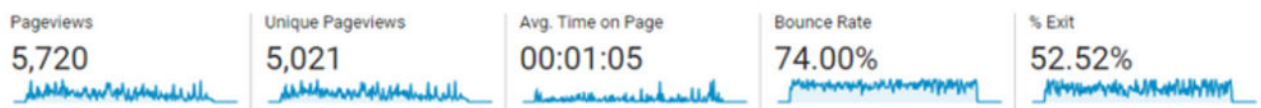
Traffic Acquisition

Here is how organic search channel performed in terms of traffic acquisition in December 2022 - July 2023. **Organic search contributed to 754 or 27.66% of the total website users, 739 or 27.12% of the total new users, 952 or 31.69% of the total sessions. Organic search also contributed 33 or 60% of the total thank you page completions.**

Keyword ?	Acquisition			Behavior			Conversions		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Thank You (Goal 1 Conversion Rate) ?	Thank You (Goal 1 Completions) ?	Thank You (Goal 1 Value) ?
	754 % of Total: 27.66% (2,726)	739 % of Total: 27.12% (2,725)	952 % of Total: 31.69% (3,004)	53.68% Avg for View: 74.00% (-27.47%)	2.75 Avg for View: 1.90 (44.42%)	00:02:15 Avg for View: 00:00:59 (128.70%)	3.47% Avg for View: 1.83% (89.33%)	33 % of Total: 60.00% (55)	\$0.00 % of Total: 0.00% (\$0.00)
1. (not provided)	746 (98.55%)	730 (98.78%)	901 (94.64%)	53.83%	2.70	00:01:58	3.66%	33(100.00%)	\$0.00 (0.00%)
2. (not set)	10 (1.32%)	8 (1.08%)	50 (5.25%)	52.00%	3.58	00:07:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. https://jimkellerkitchens.com/	1 (0.13%)	1 (0.14%)	1 (0.11%)	0.00%	3.00	00:00:40	0.00%	0 (0.00%)	\$0.00 (0.00%)

Behavior

Total page views of the website is 5720 and unique page views totaled 5,021.



Site Content	Page	Pageviews	% Pageviews
Page	1. /	2,607	45.58%
Page Title	2. /portfolio/	536	9.37%
Site Search	3. /contact/	368	6.43%
Search Term	4. /about/	327	5.72%
Events	5. /get-started-new/	251	4.39%
Event Category	6. /how-much-will-my-kitchen-remodel-cost/	228	3.99%
	7. /news/	165	2.88%
	8. /testimonials/	123	2.15%
	9. /decorating-trends-for-master-bath-remodeling/	93	1.63%
	10. /project/dundee-kitchen/	90	1.57%

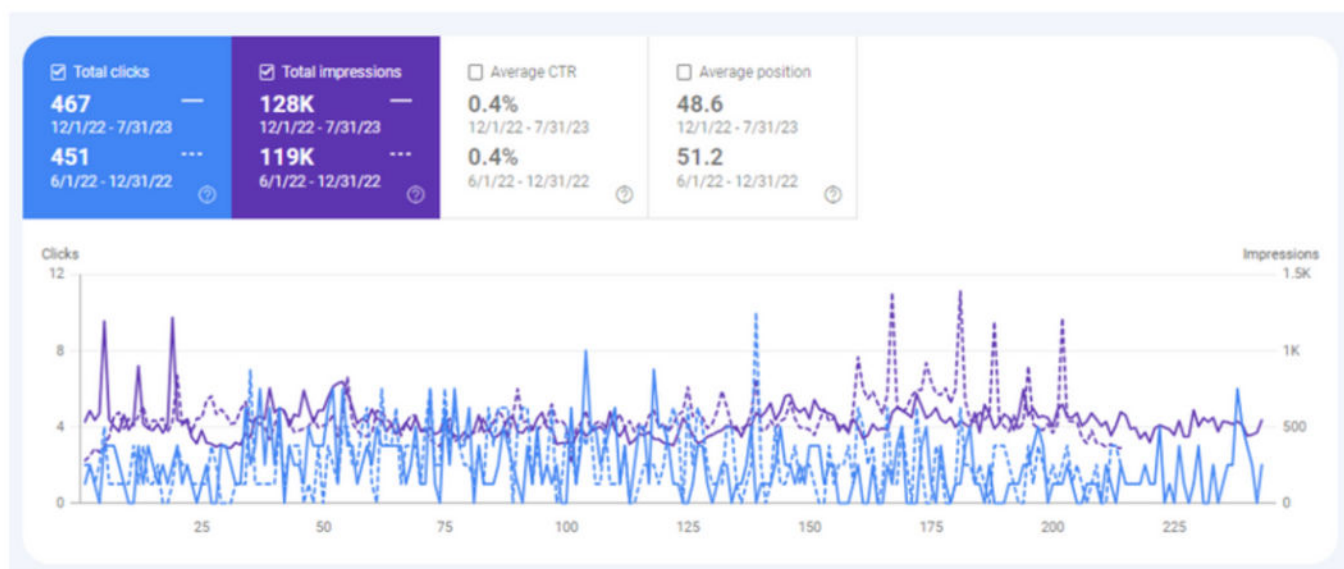
Conversion

The thank you page goal completions totaled to 55. 60% or 33 thank you page completions come from organic search.

Goal Completion Location	Goal Completions	% Goal Completions
1. /thank-you/	55	100.00%

Google Search Console

Total clicks for the whole campaign duration improved by 3.55%, and total impressions improved by 7.56%. The average position also improved from 51.2 to 48.6.







Keywords

We also saw some keyword improvement for most of your keywords. As seen in the image below, we have observed the following:

Local Pack

- 1. bathroom remodeling service increased by 1 rank in the local pack.
- 2. home design and remodeling service increased by 1 rank in the local pack.
- 3. home renovation increased by 1 rank in the local pack.
- 4. home renovation near me increased by 1 rank in the local pack.

Keyword	Rank	Change		SERP Feat.
bath remodeling service	1	1 ↑		✓ 
home design and remodeling	1	1 ↑		✓ 
home renovation	1	1 ↑		✓ 
home renovation near me	1	1 ↑		✓ 

Local Finder

- 1.design and remodeling increased by 2 ranks in the local finder
- 2.home renovation firm increased by 2 ranks in the local finder
- 3.bath remodeling service increased by 1 rank in the local finder
- 4.home design and remodeling increased by 1 rank in the local finder
- 5.home renovation increased by 1 rank in the local finder
- 6.remodeling and design increased by 1 rank in the local finder

Keyword	Rank	Change		SERP Feat.
design and remodeling	1	2 ↑		
home renovation firm	2	2 ↑		
bath remodeling service	1	1 ↑		
home design and remodeling	1	1 ↑		
home renovation	1	1 ↑		
remodeling and design	3	1 ↑		

Most of the keywords we track dominate the first and second rank in the local pack (map rankings):

* Keyword	Organic Desktop		Organic Mobile		Local Pack		Local Finder	
	* Rank	* Change	* Rank	* Change	* Rank	* Change	* Rank	* Change
design and remodeling	14	+	15	+	3	+	1	+
kitchen design and remodeling	28	+	28	+	1	+	1	+
bathroom design and remodeling	33	+	33	+	1	+	1	+
bath remodeling service	-	-	-	-	1	+	1	+
bath renovation	-	-	-	-	1	+	1	+
bathroom remodeling and design	-	-	-	-	1	+	1	+
bathroom remodeling service	-	-	-	-	-	-	-	-
bathroom renovation	-	-	-	-	1	+	1	+
design and remodeling near me	-	-	-	-	2	+	2	+
home design and remodeling	-	-	-	-	1	+	1	+
home remodeling and design	-	-	-	-	-	-	1	+
home renovation	-	-	-	-	1	+	1	+
home renovation companies near me	-	-	-	-	-	-	-	-
home renovation firm	-	-	-	-	2	+	2	+
home renovation near me	-	-	-	-	1	+	1	+
kitchen remodeling and design	-	-	-	-	1	+	1	+
kitchen remodeling service	-	-	-	-	1	+	1	+
kitchen renovation	-	-	-	-	1	+	1	+
kitchen renovation service	-	-	-	-	1	+	1	+
remodeling and design	-	-	-	-	3	+	3	+
remodeling service	-	-	-	-	-	-	5	+