



Client: ABC Garage Doors

Project: SEO Strategy and Execution for Clopay Garage Door Dealer



ABC Garage Doors SEO Program

DIGITAL MARKETING

SEARCH ENGINE OPTIMIZATION

ABC Garage Doors is a Clopay and LiftMaster authorized dealer located in Edwardsville, KS, that specializes in residential and commercial applications. Its expertise extends to a wide range of services including overhead doors, garage door openers, rolling steel doors and entry doors.

Our Challenge

Despite its established local presence and reputation, ABC Garage Doors wanted to increase its reach and the quality of leads coming through its website. The lack of quality leads was stunting the growth of the business. Recognizing the potential of an effective search engine optimization (SEO) strategy, the company reached out to GO2 Partners to develop and execute an SEO plan.

Our Solution

GO2 Partners developed a tailored strategy to boost local organic website traffic and increase the quality of leads. This comprehensive strategy included:

- 1. Keyword research and optimization:** In-depth keyword research identified the search terms and phrases potential customers were using to find garage door services in the area. From this, a list of keywords to target was built. The keywords were incorporated into the content, meta tags and descriptions to improve search engine rankings.
- 2. Technical SEO improvements:** Site audits revealed potential technical issues with the website that would negatively impact search rankings or website performance. Using these technical audits, the site was optimized for search and customer use.
- 3. Integrated content strategy:** Targeted content was developed to address the queries around ABC's service areas. This provided potential customers with the answers they were looking for. In addition, this content increased visibility on search engine results pages (SERPs).
- 4. Local SEO focus:** To support localization and local search, the business's Google Business Profile was adapted to showcase its services and improve its visibility within Google Maps and local searches.

Our Results

GO2 Partners' solution yielded great results. In the first six months of the program, ABC Garage Doors saw an increase in the following organic search metrics:

- **21.26%** increase in website users
- **16.25%** increase in website sessions
- **26.6%** increase in engaged website sessions
- **12.24%** increase in average time on the website

In addition to the increase in website traffic and engagement, GO2 Partners developed a Google Business Profile to increase visibility within various Google search queries. This enabled the business to better appear on Google Maps, have a presence in Google 3-pack, highlight reviews, and showcase information and services about ABC Garage Doors. This supported the increase in rankings in the search results, increased brand engagement and drove more leads to the business.

