

Outranking Competitors: A Contractors SEO Success Story

Presented by SEO Experts Company India

Top 5 Custom

Export

Client Website Competitor 1 Competitor 2 Competitor 3 Competitor 4 Competitor 5



PROJECT GOAL

The goal of this case study is to **highlight how a contracting company successfully implemented SEO strategies** to surpass and outrank their **competitors in search engine results**.

The case study aims to showcase the **specific tactics employed**, the measurable **outcomes achieved**, and the impact on the contracting company's online visibility, **customer acquisition**, and overall business growth.



Here are the Guest Blogging Strategies that We Implemented

1. Technical SEO Audit
2. Competitor Analysis
3. High Quality Content Creation
4. Mobile Optimization
5. Backlinks Building



Technical SEO Audit

Conducted a thorough audit of the website's **technical aspects**, including site speed, crawlability, indexability, and site architecture.

Addressed any issues that may **negatively impact search engine rankings**.



Competitor Analysis

Analyzed competitors' **SEO strategies**, including their keyword targeting, content creation, and backlink profiles.

Identified opportunities to outperform them by **offering superior content and optimization.**



High-Quality Content Creation

Developed informative, **engaging, and keyword-rich content** that addresses the needs and queries of potential customers.

This includes **blog posts**, articles, guides, and FAQs related to contracting services.

4

Mobile Optimization

Ensured that the website is fully optimized for **mobile devices**, as an increasing number of **users are accessing** the internet through their smartphones.

Mobile-friendly websites tend to rank higher in search results.

5

Backlink Building

Acquired high-quality backlinks from **authoritative websites** in the construction and home improvement industry.

This helped **boost the website's authority** and credibility, leading to higher search rankings.

THE RESULTS WE ACHIEVED

The contracting company successfully surpassed and **outranked their competitors** in search engine rankings, resulting in a significant increase in organic website traffic, lead generation, and business growth.



www.seoexpertscompanyindia.com



info@seoexpertscompanyindia.com
hello@seoexpertscompanyindia.com



USA: +1 347 960 4223

India: +91 987 292 7797

THANK YOU