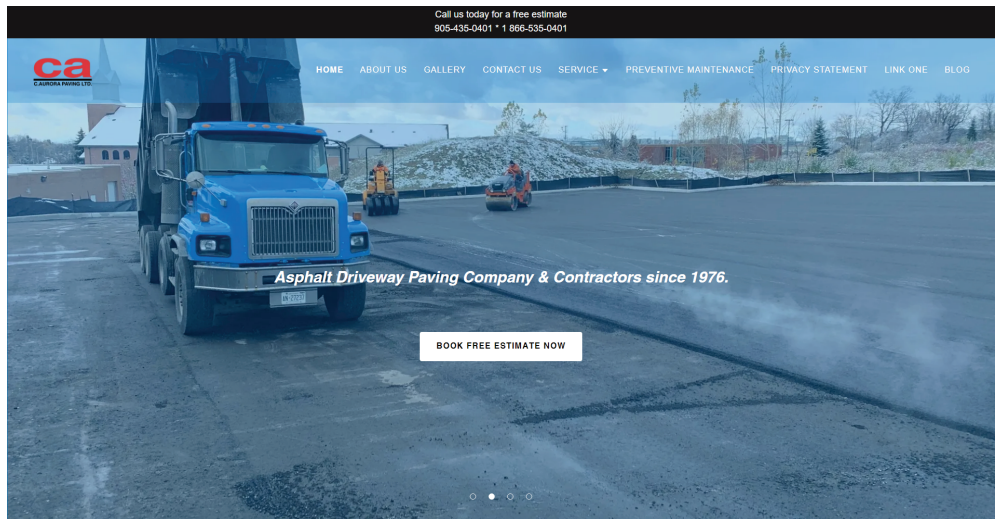
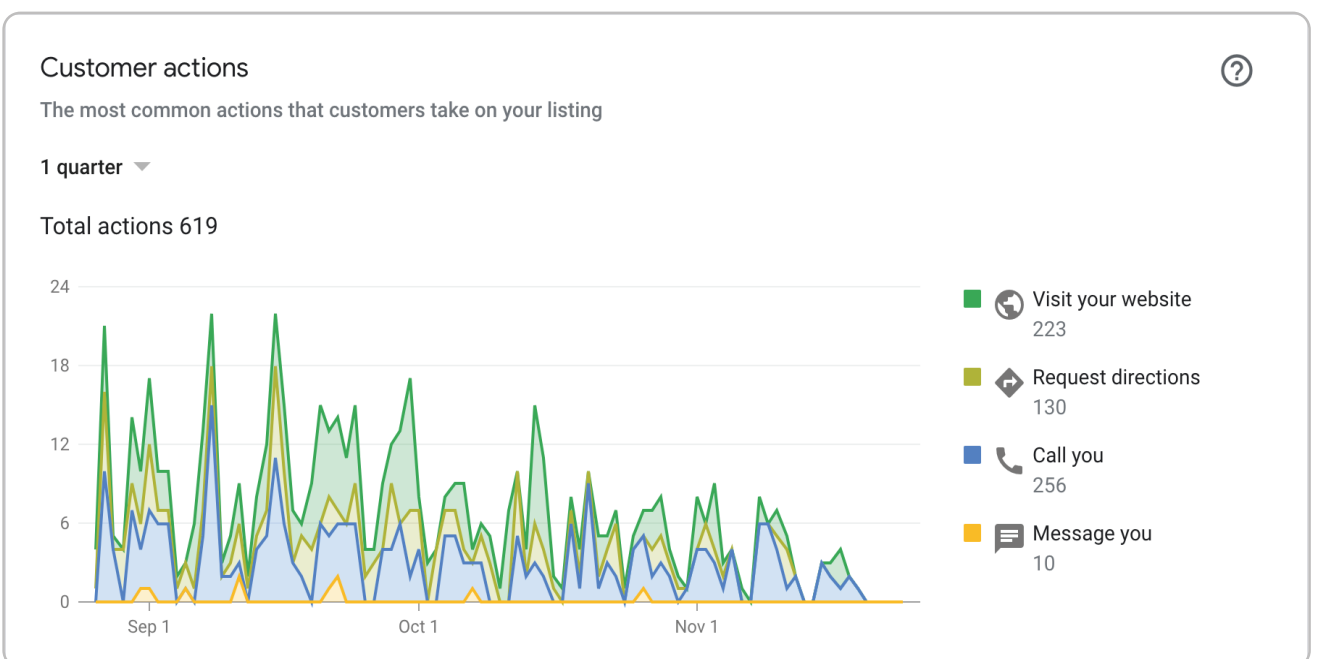
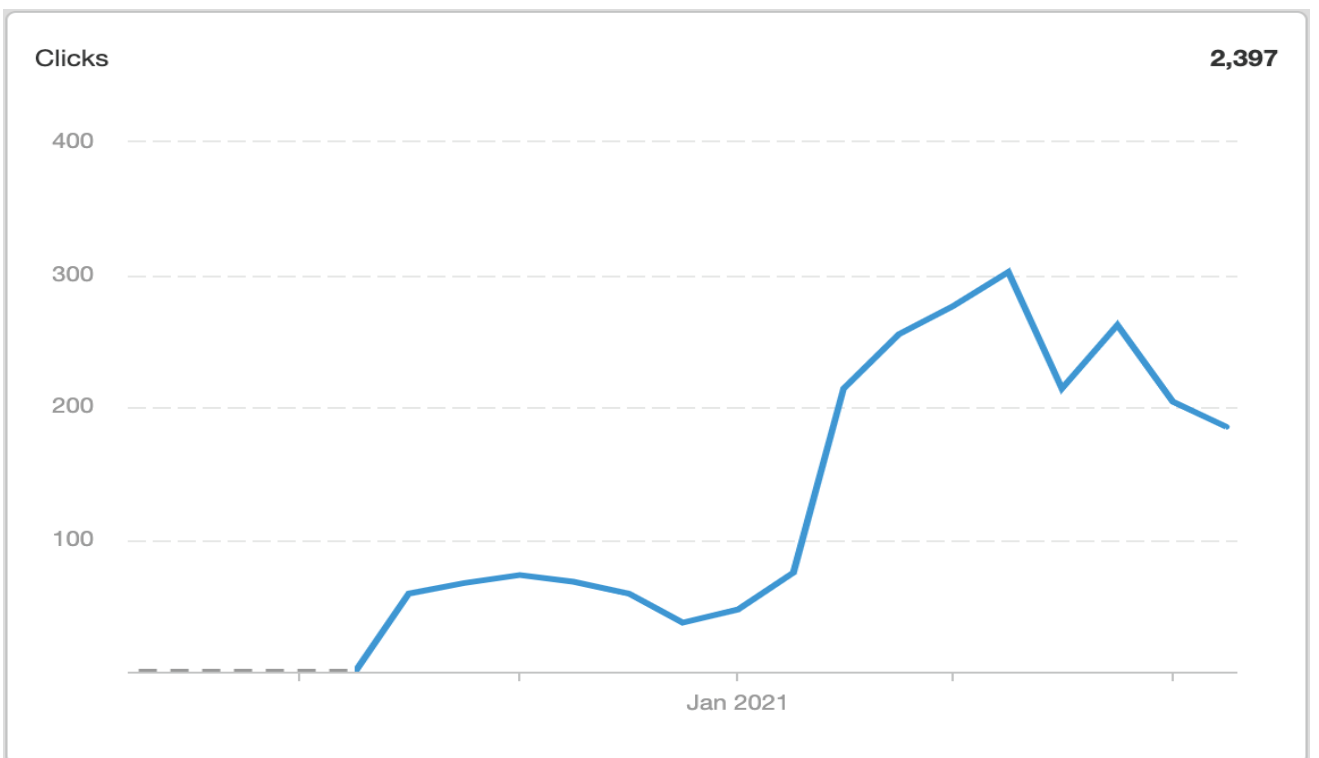


Company: Caurora Paving  
 Name: Mike Mancuso  
 Title: Owner  
 Logo:   
 Website: caurorapaving.com



Before: Needed more leads, SEO actions were started from scratch, zero reaches to their website, 4 Keywords Ranking in Google, zero conversions monthly  
 After: 250 Keywords ranking, 28 on Page 1, over 10,000 sessions on their website, 73 organic conversions in April, 207 total conversions that month (highest ever)  
 Timeframe: March 2020 - Oct 2021

Visuals of Before & After



**KPI's:** All 50 Keywords ranking, 28 on Page 1 Google. 2397 Clicks on the website since start. (You can see there was zero traffic before the SEO campaign. 375 Organic Conversions. 1234 Total Conversions (includes SEO, paid, direct, referral and social).

Last Quarter 2021 GMB Conversions. Tapers off for winter (no paving in winter), but still very high actions taken. Over 4803 GMB Conversions since start.

**BONUS's:** 34 **Bonus** Keywords on Page 1 Google - beyond the 50 Keyword Package. These are ranking as a natural result of the general SEO campaign.

**Quote:** "Hi Charlene, I have some photos of recent jobs I'd like to send to you. I will add descriptions with the pictures including scope of work, location and so on. I am also pleased to see that we are organically climbing on google search engine.... we seem to be on the first page and we are very happy. Kind Regards, Carmen Mancuso "

**Explanation:** This client started out with a small internet presence and some traffic to the site, but it was not converting into any leads or interest in his business. The conversions from the website were at zero despite online advertising. They had only 5 keywords ranking on Google so there was room for a lot of improvement. A 50 Keyword SEO Package was set-up. We took over the Organic Search and began optimizing their online platforms. This included setting up a Google My Business account and optimizing it. GMB Searches immediately began occurring and within months they were getting thousands of views on this page. Total conversions from GMB traffic went from zero to thousands of conversions since starting. They averaged 100 conversion per month at the start, and have since 4X'ed that with an average of 400 conversions per month. Additional actions were taken to add page content and improve the website without building a new one. The SEO has built up very well over the months and they are now ranking for all 50 keywords, with 28 of them on Page 1 of Google searches. Work continues with 10 more keywords on page 2 ready to move over to page 1 soon.



**Drive, Imagination, Technology**

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