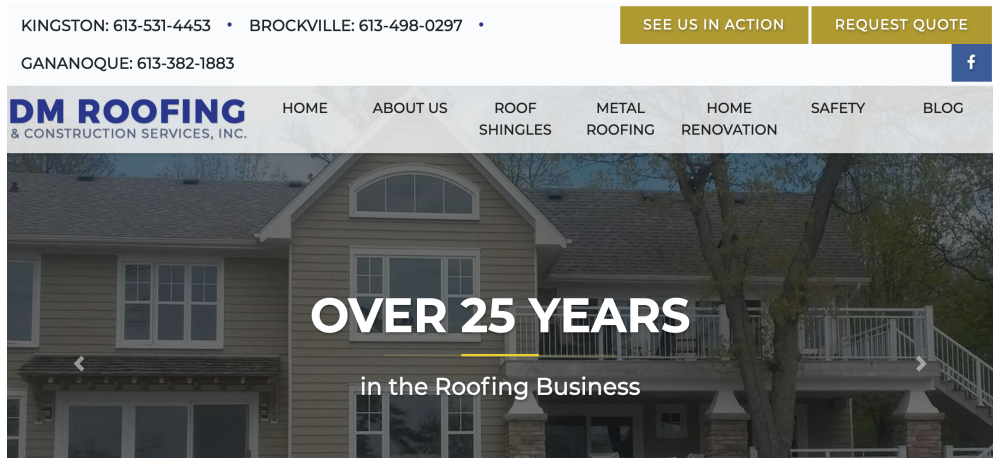
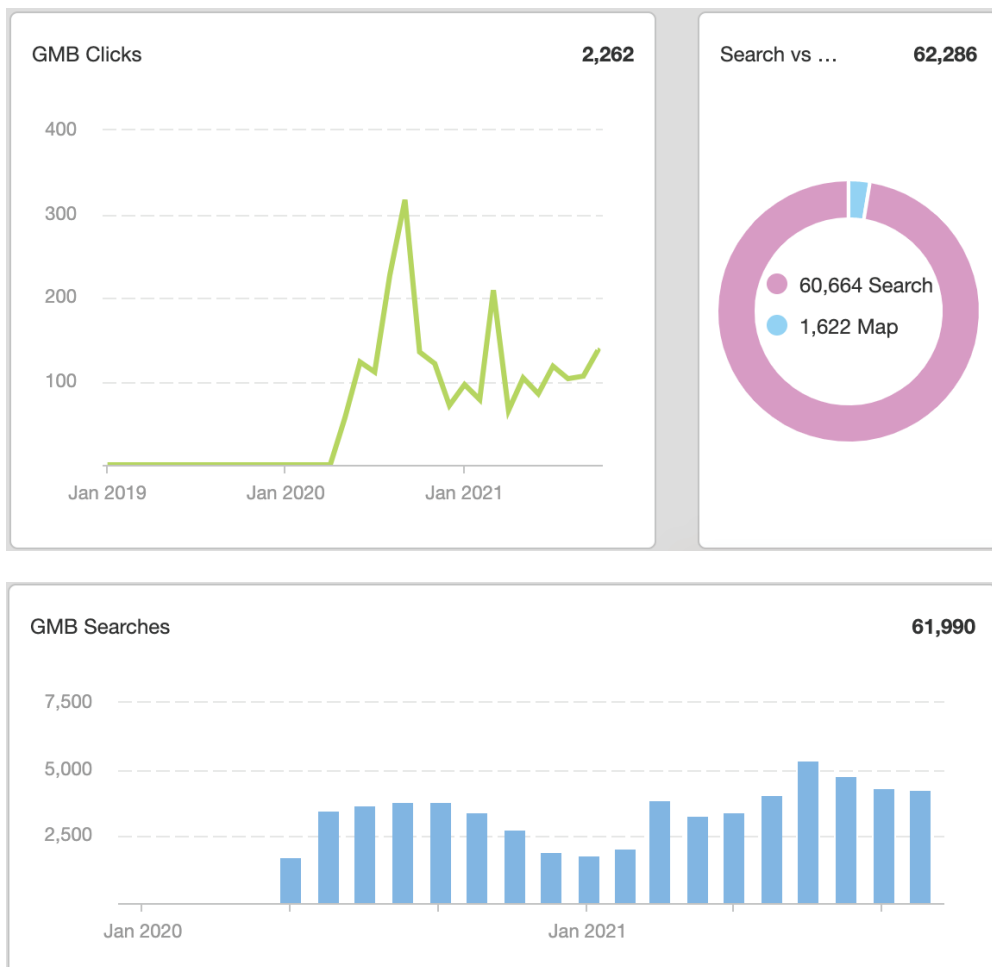


Company: DM Roofing
 Name: Darren Martin
 Title: Owner
 Logo: 
 Website: www.dmroofing.ca



Before: Needed a website re-design, SEO actions were started from scratch
 After: 9 out of 10 KW's on Page 1. 1000's of Searches and Views per month. 50-250 Conversions per month.
 Timeframe: May 2020 - Oct 2021

Visuals of Before & After:



KPI's: 2 KW's on Page 1 at start, 9 on Page 1 current - most 1st & 2nd position
GMB Stats: 558 Calls, 14 Reviews, 2262 Clicks, over 62,000 Searches, 9 KW's on Page 1 search
Quote: 11 June, 2020: We are very pleased with your performance this year! Keep up the good work!
 - Jennifer

Explanation: This client started out with a small internet presence and some traffic to the site, but it was not converting into volume leads or interest in his business. He had no keywords ranking on Google so there was room for a lot of improvement. Nothing ranked on Bing. He was not listed with all the Search Engines. We took over the Organic Search and began optimizing his online platforms including Google My Business.

First the website was re-designed and launched successfully. Next he was set up with Local SEO and a Google My Business account set-up and optimized. 10 KW's were chosen to rank for on the Local platform.

GMB Searches immediately began occurring and within months he was getting thousands of views on his page. His total conversions from GMB traffic went from zero to hundreds of conversions since starting. This past March 2021, he had 216 Clicks and Calls through GMB. Other SEO actions have been taken to optimize the campaign, including link building. These mentioned are the key performance indicators.



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