

SEO CASE STUDY

We created a new mobile-friendly website, organic SEO, and Google paid search (PPC) campaigns for Neverwet Basement Waterproofing, in Rochester NY.

Client: Neverwet Basement Waterproofing

Website URL: <https://neverwetbasements.com/>

Company Overview

Neverwet Basements is a specialized waterproofing company that offers professional services to homeowners in need of protecting their homes from water damage. The company has been providing effective waterproofing solutions to their clients in Rochester, Syracuse, Buffalo, and surrounding areas for 8 years.



In 2014, the owner of 'Neverwet Basement Waterproofing' hired webWAH! to create a new attractive & appealing website, and to develop online visibility in the major Search Engines, as well as increase website traffic & lead generation.

Challenges

As a new company, the client's business had no online presence or visibility in search engines for their type of business category in Monroe County NY.

- The client was looking for a website that would be user-friendly, creative, and create a professional first impression with the website visitors.
- Their business category is super competitive and they were not ranking in search results in any of the online marketing channels (SEO /PPC) and needed to build their brand as soon as possible in the marketplace.
- Establishing a strong business image. Increase the website's traffic, generate leads and phone calls.

Solution-

To establish an online presence and visibility, the webWAH! team suggested the client first create a website. This website would serve as a platform for potential customers to discover and learn about the business. With the creation of a website, the business would be able to increase its visibility and accessibility to potential customers, leading to growth and success.

Once we met with the client to develop a design that aligned with their brand and objectives, we launched the new website in August 2014. Immediately following the launch, we initiated SEO and PPC marketing strategies. Traffic to the website began to flow in and over time, we observed a significant increase in website traffic overall performance, and substantial business growth.

The Results

Through strategic planning and execution, webWAH! was able to drive traffic to the company's website. The results of our digital promotion accelerated the growth of the business beyond expectations & ultimately elevating the company's position in the market and setting a new standard for its competitors.

We achieved the following results in year 1:

S.No	Before SEO	After SEO
1.	The business did not have a website to represent its brand.	Created unique, appealing, and search engine friendly website.
2.	Did not rank for any keywords in search results.	Ranks on Google for over 40 keywords.
3.	No online presence in their serving areas.	Now ranking in all serving areas.
4.	No traffic to the website.	Receiving avg. 1000+ visits per month.

100%

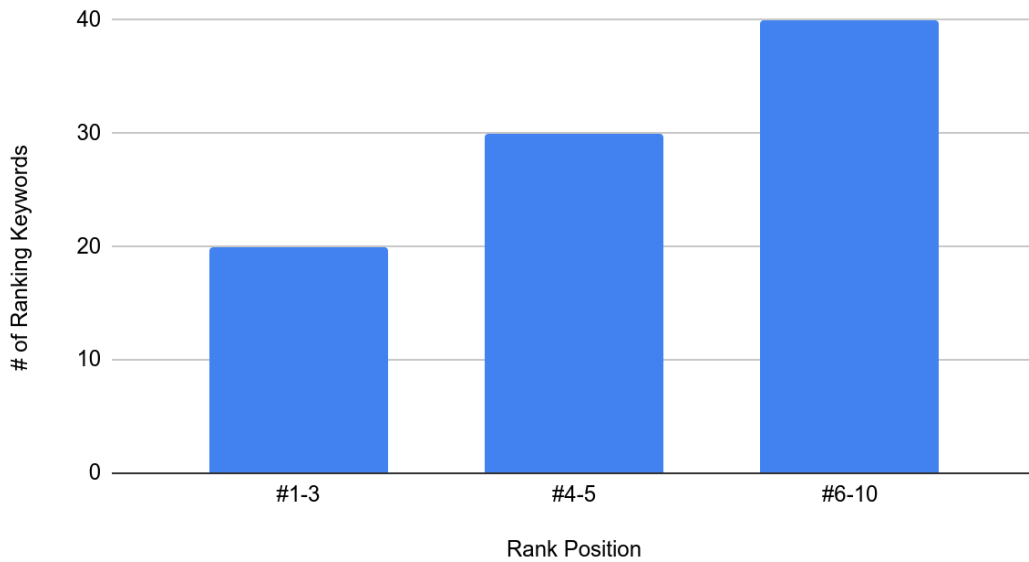
OF KEYWORDS INCREASED IN RANKING

Keywords	Before SEO	Ranking
Waterproofing Contractors Rochester NY	Not In Top 100	A
Waterproofing Specialist Rochester NY	Not In Top 100	A
Drainage Systems Rochester NY	Not In Top 100	A
Crawl Space Repair Rochester NY	Not In Top 100	A
Basement Waterproofing Company Rochester NY	Not In Top 100	A, 1
Basement Waterproofing Services Rochester NY	Not In Top 100	A, 1
Wet Basement Repair Rochester NY	Not In Top 100	A, 1
Waterproofing Rochester NY	Not In Top 100	A, 1
Exterior Waterproofing Experts Rochester NY	Not In Top 100	A, 1
Basement Waterproofing Rochester NY	Not In Top 100	A, 1
Interior Basement Waterproofing Rochester NY	Not In Top 100	A, 1
Waterproofing Company Rochester NY	Not In Top 100	A, 1
Waterproofing Services Rochester NY	Not In Top 100	A, 1
Exterior Basement Waterproofing Rochester NY	Not In Top 100	A, 1
Interior Drainage Rochester NY	Not In Top 100	A, 2
Basement Waterproofing Contractor Rochester NY	Not In Top 100	A, 2
Leaking Basement Repair Rochester NY	Not In Top 100	A, 3
Waterproofers Rochester NY	Not In Top 100	A, 3
Foundation Waterproofing Rochester NY	Not In Top 100	A, 4
Basement Repair Rochester NY	Not In Top 100	A, 9
Exterior Drainage Rochester NY	Not In Top 100	A, 10

80%

OF KEYWORDS ARE RANKING IN TOP 5 POSITIONS

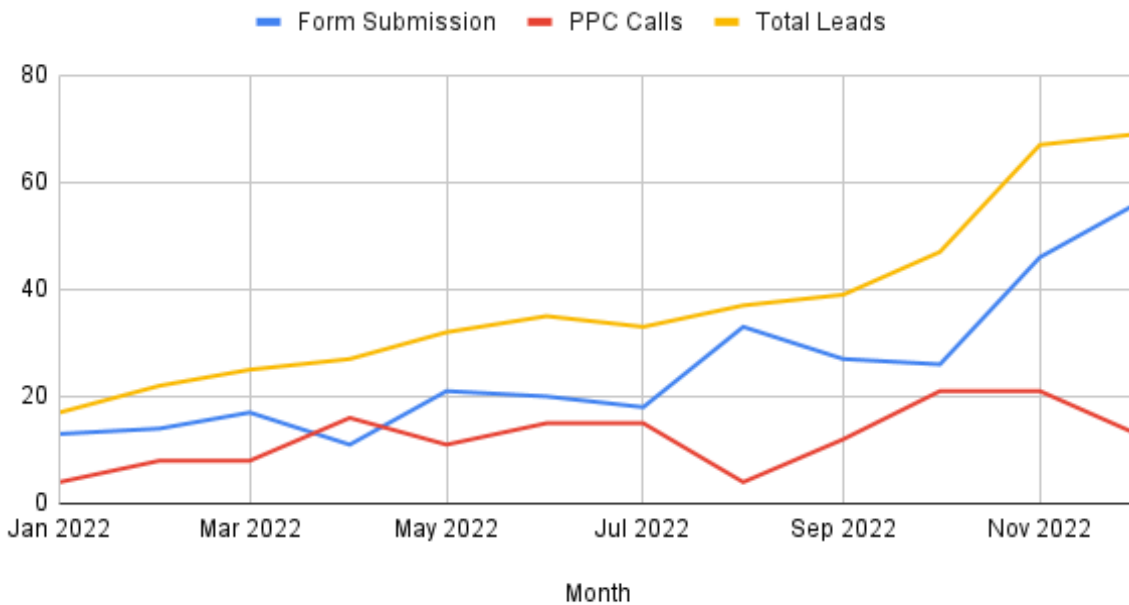
of Ranking Keywords vs. Rank Position



56%

INCREASE IN ONLINE INQUIRIES, LEADS AND PHONE CALLS

Form Submission, PPC Calls and Total Leads



53%

INCREASE IN ORGANIC TRAFFIC YEAR OVER YEAR (YoY)

Traffic vs. Year

