

SkyDeck USA Increased Visibility and Relevant Traffic That Drives Sales Growth

✓ Project Overview

Objective:

Improve online visibility, drive relevant traffic, and increase sales by refining SEO efforts and generating high-quality leads for SkyDeck USA's rooftop patio construction materials.

Initial Status:

SkyDeck USA was working with a larger marketing firm but wasn't seeing the expected ROI. Despite spending a similar amount, the broad approach didn't yield the results they needed, prompting them to seek a more tailored strategy focused on their niche.

✓ Execution

SEO Audit: The strategy focused on optimizing high-value, industry-specific keywords, enhancing visibility, and driving relevant traffic to attract more qualified leads.

Strategies Implemented:

- **SEO Optimization:** Refined the keyword strategy, targeting high-value terms specific to their niche and geographic area to enhance visibility and drive relevant traffic.
- **Focused Keyword Targeting on Google Ads:** Prioritized high-converting keywords to filter out irrelevant leads and maximize efficiency, ensuring alignment with SkyDeck USA's offerings.
- **Responsive Client Support:** Maintained proactive communication, addressed inquiries promptly, and tested new strategies, ensuring seamless collaboration and swift resolutions.
- **Continuous Optimization:** Implemented ongoing refinements to maintain competitive rankings and adapt to search trends in their industry.

✓ Results

✓ Increased Visibility:

SkyDeck USA's online presence saw significant improvements, with better keyword rankings and a stronger connection to their niche audience.

✓ Enhanced Traffic:

Strategic SEO and Google Ads efforts attracted highly relevant visitors, reducing unqualified leads and increasing meaningful engagement.

✓ Boosted Sales Potential:

The optimization strategies supported measurable growth by aligning efforts with SkyDeck USA's niche, driving valuable leads, and fostering customer trust.

✓ Testimonials



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