

CASE STUDY

Advantage Home Contracting

Client

For over 20 years, Advantage Home Contracting in Charlottesville, VA has built a rock-solid reputation and continually expanded its service catalog. But as the home improvement industry grew more and more competitive, Advantage saw the need to expand their online presence.

Goals & Actions

Their main goal was to maintain and grow their market share and generate more online leads. We put together a plan to boost their Local Online Presence, SEO, and Digital Advertising here, which has resulted in unequivocal results over the past three years.

We Launched

- *We launched our Local Online Presence Package*
- *Unique SEO Campaign*
- *Digital Ads to boost their online presence*
- *Custom SEO site audit that included page layout, navigation, and landing page recommendations.*

RESULTS OVER 3+ YEARS

✓ **32 Phone Calls Per Month**
From Google Ads

✓ **60% Increase**
In Google Searches

✓ **17 #1 Keywords**
Improved In Map Pack