

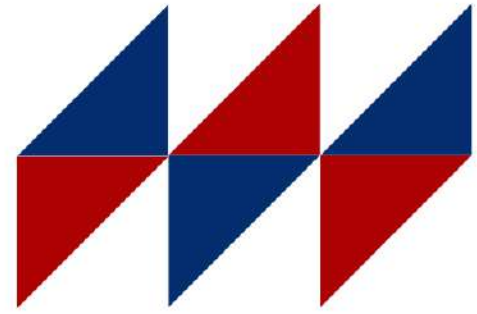


Case Study:



Building Goodness Foundation
building community and improving lives

Nuanced SEO Plan For Storied C'ville Nonprofit



► CLIENT

- Building Goodness Foundation is a locally renowned non-profit construction organization.
- They build new structures for those in need in Charlottesville, and partner with NGO's across Central America, Haiti, and more!
- They came to Gig Strategic for a local partner to strengthen their online presence.
- We completed a two year engagement together, from 2023 - 2024.

► KEY RESULTS:

- Our SEO plan with BGF has had a few distinct prongs. We developed a plan that would improve their local keywords attracting both potential donors, and skilled trade volunteers. In addition, we wanted to continue raising international awareness.
- 12 First Page Rankings in Google Search Results. 7 #1 Rankings!
- 450% Increase in Organic Site Traffic in 2-year comparison. 430% increase in site traffic overall.