

SEO Case Study

CAROLINA PRECISION ROOFING

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Carolina Precision Roofing relied heavily on referrals and insurance work but struggled to generate consistent inbound leads through Google search. Their website had minimal SEO optimization and was not ranking for high intent roofing keywords in the Charlotte area.

Most organic traffic was coming from branded searches rather than homeowners actively searching for roofing services.

The objective was to increase visibility for high intent roofing keywords and generate qualified homeowner inquiries directly from organic search results.

Execution

- Performed a full technical SEO audit
- Optimized service pages targeting roof replacement and roof repair keywords
- Built Charlotte focused location pages
- Improved internal linking and page structure
- Created educational blog content around roof inspections and storm damage
- Implemented schema markup and technical SEO improvements

Metrics

- Organic Traffic: 1,240 monthly visitors to 5,180 monthly visitors
- Top 10 Keyword Rankings: 8 to 42
- Top 3 Rankings: 1 to 14
- Monthly Leads from Organic Search: 18 to 76

Campaign Duration

9 months

Average Job Value

\$9,000 to \$18,000

