

Commercial Paving

Our client is a long-time **Northern California commercial paving company** specializing in large jobs such as parking lots, HOA development and renovations, apartment complexes, and retail / business campus environments. A portion of their business is also to complete the jobs with concrete walks and curbs, weather sealing, repairs, marking and ADA compliance.

There is a lot of competition for paving and concrete services, but the industry generally remains less technical in terms of the web. They had a decent website, not leaving a doubt about the services they provide, but it was not driving traffic for the jobs they wanted.

Approach

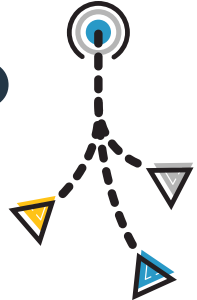
We first performed extensive keyword research to determine how people search for paving and concrete services. One glaring issue from the client was that the company was receiving many requests related to small jobs – driveways, front stairs, sidewalks, etc. These were not the types of jobs the company was looking for. They have mostly large equipment and it is not cost-effective to send a crew out for small jobs.

We felt that evolving past “paving” was important to make it clear to site visitors that large jobs were their specialty. **Images and text was updated to try to make it clear as to what their specialty**, and desired clients, were. We also improved the localization of the site as they wished to expand their visibility into South and East Bay areas. As new crews were added, they wanted to expand throughout the Bay Area.

Next Steps We are monitoring the use and ROI of AdWords and focusing it geographically as needed based on work load. A new, fresh website is in discussion as well as video optimization for stories on their projects and services.

102%

Increase in Search Traffic
(in 3 years)



2x

Increase in RFQ's
(in 1 year)



105%

Increase in Google Search Visibility
(in 1 year)



Results

The results improved quickly, with a doubling of RFQ's within one year. In fact, they were able to eliminate another lead generation service as this higher quality of leads were much better than before. The crews were busier than ever.

