

Case Study – Contractor

Key Outcomes

- Disavowed over 1,700 spam links
- Website traffic during their busy season has nearly tripled
- Bounce rate has decreased over 35%

Segment

Contractor

Focus

Recover from Penguin Penalty

Overview

An exterior repair contractor contacted Foremost Media after unknowingly working with a black hat SEO company. They weren't getting traffic to their website and wanted to gain more business. After an initial audit, it was discovered their website was being penalized because of an enormous amount of spammy backlinks. After creating and implementing a large disavow list, organic traffic to their website started to pick up again.

Foremost Media drafted a plan to continue to grow local organic traffic for the contracting company. The new plan centers around optimizing their website for local SEO and by building local links using white hat tactics.

Sample Phrases

- Gutter Installation
- Roof Installation
- Roofing Contractors
- Siding Contractors