



CASE STUDY

Search Berg's SEO efforts outlined the road to online success for ABC Floor Sanding. The client witnessed a sharp spike in the overall organic traffic search by a whopping **145.8 percent!**

An Introduction To ABC Floor Sanding

ABC Floor Sanding and Refinishing provides hardwood flooring services in London and Sarnia, Ontario. With over ten years in the industry, ABC Floor Sanding has worked on more than 5000 flooring projects that have allowed it to cultivate a strong reputation for the company.

Insured, bonded, and licensed, the company houses a professional team of trained flooring contractors that refinish and install hardwood floors.

Their primary floor maintenance services include:

- Sanding
- Refinishing
- Repairing
- Installing

Assessing Marketing Shortcomings

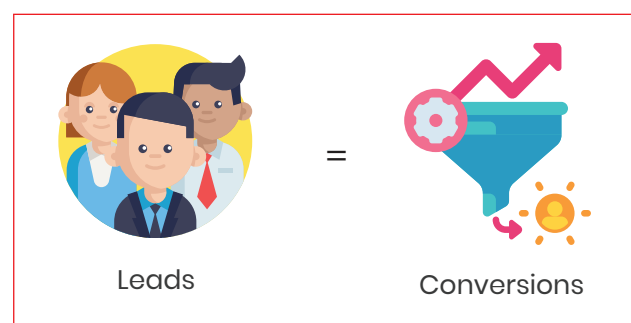
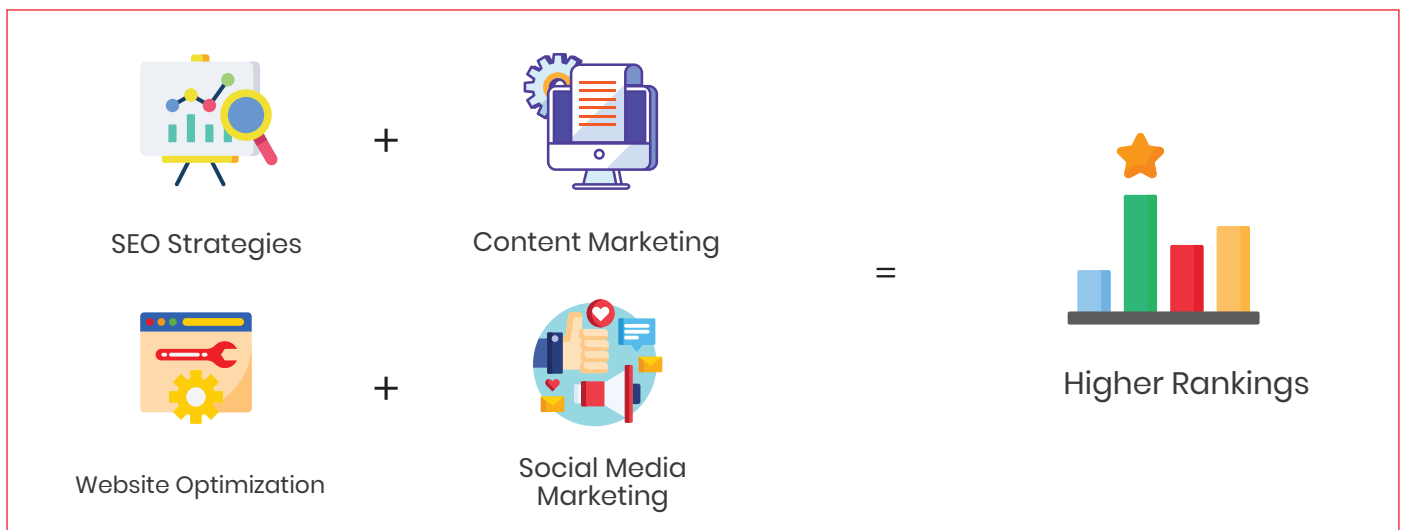
Despite their commitment to providing excellent service, ABC Floor Sanding was struggling to **attract local customers in Ontario**. Even with a high-functioning and mobile-friendly website, the conversion rate was staggeringly low, and ABC Floor Sanding feared that their business would go unnoticed in **a sea of competitors**.

ABC Floor Sanding needed a **compelling web presence** to hook and reel in the local target audience—and that's when they got in touch with Search Berg.

The Game Plan

Our strategies revolved around combining SEO activities such as website optimization, social media marketing, keyword research, and content marketing activities to increase rankings.

They wanted to rank their website higher for more leads, which would ultimately mean more conversions.



Planning For Success the Search Berg Way!

We began our conceptualization process after conducting thorough market and competitor research to devise a comprehensive and effective SEO strategy.

We understood that the customer base for ABC Floor Sanding had a diverse range of goals—some clients sought same-day or emergency contracts and others were researching for a long-term flooring project. Hence, the digital marketing strategy was designed to serve all their needs. It included:

- Website optimization to improve conversion rates and ROI
- A content marketing strategy to drive traffic to the website
- A social media marketing strategy to reach a broader customer base

The results? See for yourself!

Here's What We've Accomplished

Within a few weeks of putting our SEO campaign in action, ABC Floor Sanding witnessed a spike in customer engagement!

It wasn't long before we were ranking as number one on the **first page of Google** search engine results **for 8 keywords**, and as number two and three for 10 other industry-specific keywords!

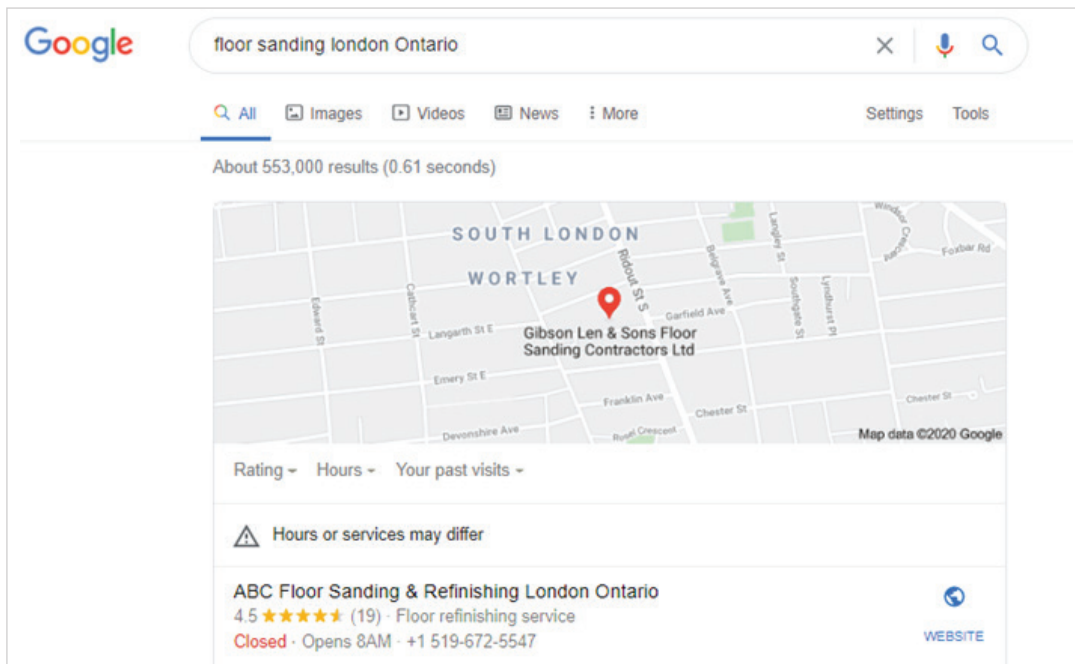
Take a quick look at the table below to see the rankings on Google's SERPs before and after Search Berg did what it does best!

S. No.	Keywords	Before SEO	After SEO
1	hardwood floor sanding london ontario	N/A	1
2	sanding and staining hardwood floors london ontario	N/A	1
3	floor sanding london Ontario	N/A	1
4	floor sanding companies Woodstock	N/A	1
5	floor refinishing Woodstock	N/A	1
6	floor sanding Woodstock	11	1

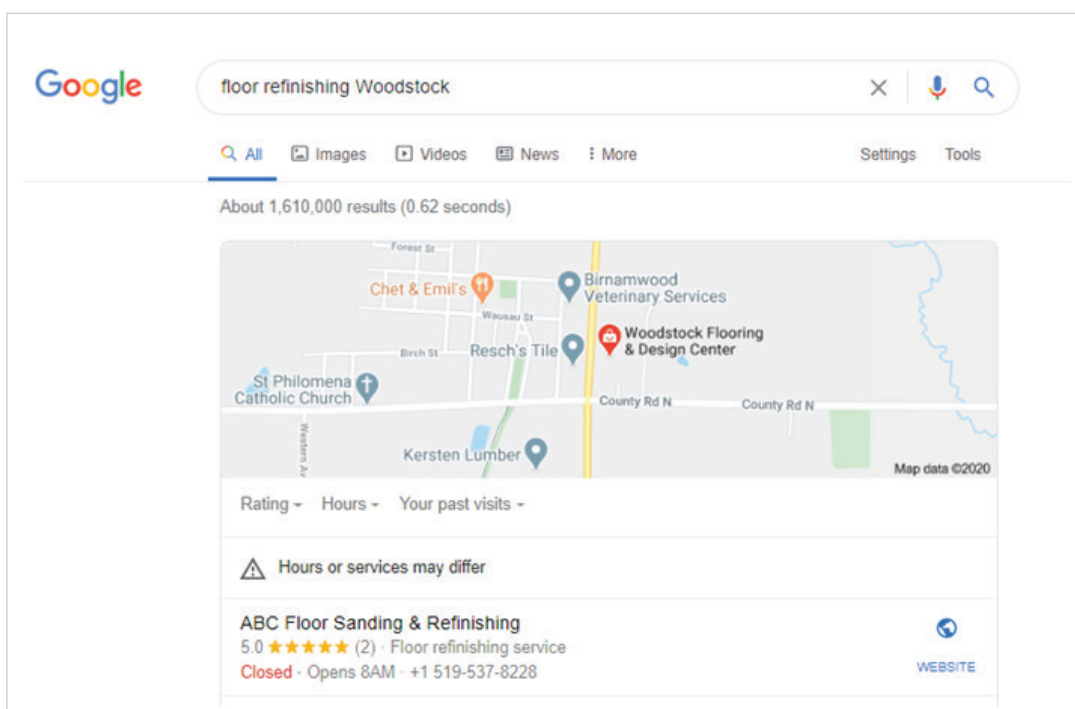
Table 1: Keywords and rankings for ABC Floor Sanding

Top Ranking Keywords On Google

Here's a quick peek at how the high ranking keywords appear on Google's search results.



Google search results for "floor sanding london ontario". The search bar shows the query and search icons. Below the search bar are navigation options: All, Images, Videos, News, and More. The results show "About 553,000 results (0.61 seconds)". A map snippet is displayed, showing a location in South London, Wortley, with a red pin marking "Gibson Len & Sons Floor Sanding Contractors Ltd". Below the map are controls for Rating, Hours, and Your past visits. A warning icon indicates "Hours or services may differ". The main result is for "ABC Floor Sanding & Refinishing London Ontario", which has a 4.5-star rating (19 reviews), is a floor refinishing service, is closed, and opens at 8AM. The phone number is +1 519-672-5547. A website link is also present.



Google search results for "floor refinishing Woodstock". The search bar shows the query and search icons. Below the search bar are navigation options: All, Images, Videos, News, and More. The results show "About 1,610,000 results (0.62 seconds)". A map snippet is displayed, showing a location in Woodstock with a red pin marking "Woodstock Flooring & Design Center". Other nearby locations include Chet & Emil's, Birnamwood Veterinary Services, Resch's Tile, St Philomena Catholic Church, Kersten Lumber, and County Rd N. Below the map are controls for Rating, Hours, and Your past visits. A warning icon indicates "Hours or services may differ". The main result is for "ABC Floor Sanding & Refinishing", which has a 5.0-star rating (2 reviews), is a floor refinishing service, is closed, and opens at 8AM. The phone number is +1 519-537-8228. A website link is also present.

A Substantial Increase In The Overall Organic Traffic To The Website

Our link building strategy was used to generate traction for the website and improve the ABC Floor Sanding's brand image for potential customers. This resulted in **more qualified leads** and better conversions.

Figure 1 shows that the organic traffic to the website spiked substantially, with almost **500 new visitors** in the last **five months**.

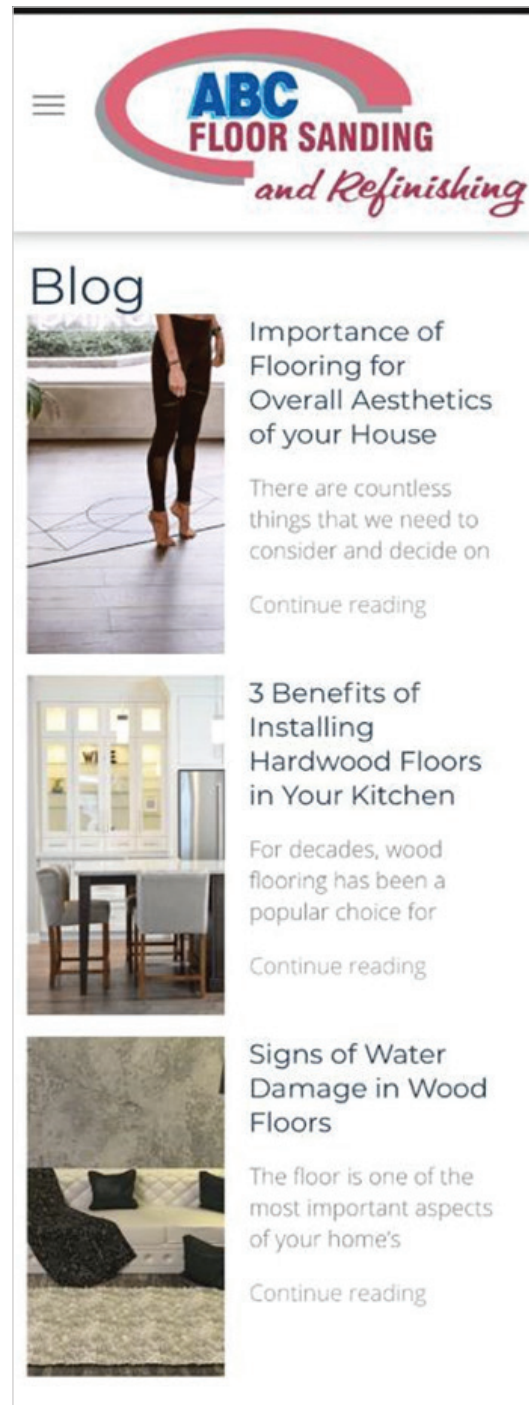
Acquisition	
Users ↓	New Users
3.57% ↑ 493 vs 476	4.52% ↑ 486 vs 465

Figure 1: Organic traffic to the website between April 2020 and May 2020

Focusing On A Winning Content Marketing Strategy!

Our content marketing strategies also delivered immediate results for ABC Floor Sanding.

Engaging, useful, easy-to-read, and attention-grabbing content is hard to ignore, and that's exactly what we created for ABC Floor Sanding through our blogs and articles.



A Result-Driven Social Marketing Strategy

A prominent aspect of our SEO campaign was our social media marketing strategy that reached out to avid social media users from our targeted demographic. We leveraged the use of hashtags and useful posts on various social media platforms—and the phenomenal results spoke for themselves!

Figure 2 shows that mobile traffic brought 773 visitors to the website in just five months!

Acquisition		
Users	New Users	Sessions
773 % of total: 100.00% (773)	767 % of total: 100.00% (767)	907 % of total: 100.00% (907)

Figure 2: Mobile traffic details for the website between April 2020 and May 2020

A Spike In Referral Traffic

Our conversion boosting and optimization efforts did wonders for the referral traffic too.

Figure 3 shows that ABC Floor Sanding also witnessed a significant improvement of **20.83 percent in less than five months!**

Acquisition		
Users	New Users	Sessions
20.83% ↑ 29 vs 24	28.57% ↑ 27 vs 21	23.08% ↑ 32 vs 26

Figure 3: An improvement in referral traffic

Some Of Our Published Work!

To take a look at some of our work, here are some of our published content for ABC Floor Sanding:

BLOGS

Detailed, engaging, and keyword-rich blogs!

Overall Aesthetics of your House

By Roy Roy • 14 Mar, 2020 • 0 Comments



3 Benefits of Installing Hardwood Floors in Your Kitchen

By Roy Roy • 03 Feb, 2020 • 0 Comments



Signs of Water Damage in Wood Floors

By Roy Roy • 11 Jan, 2020 • 0 Comments



ARTICLES

Interesting and educational articles posted on popular third party websites!

How to Make Your Old Floor Look New!



March 14, 2020

Your hardwood floor looks dreary, worn out, and old, but the thought of rejuvenating it is just too tiring and daunting in itself.



Top 3 Hardwood Flooring Trends to Consider in 2020



February 03, 2020

When we talk about classic interior designing, hardwood flooring remains on top of the list of the most elegant flooring options.

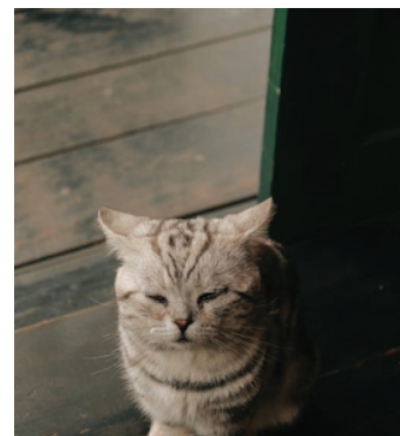
Hardwood floors are a great value addition; they never go out of fashion.

The endless variety of textures and hues, along with their durability makes hardwood floors an ideal choice for homeowners looking to revamp their indoor spaces.

To help you achieve that dream look for your lounge, bedrooms, and kitchen, we've rounded up three popular hardwood flooring trends that will be all the rage in 2020!

Keep it simple and clean

When it comes to designing, remember one rule of thumb: [less is more](#). Top flooring designers are reverting back to the sleek, basic, and simpler designs. Small-sized and multi-layered planks in zigzag or crisscross designs are no longer in the game. 2020 is the year for same-sized long planks installed in one direction. This placement may sound traditional and boring, but when it's down





Hire Search Berg For Better Closing Rates!

Once Search Berg provided a range of solutions to boost ABC Floor Sanding's online presence, there was no going back. The results were fantastic, and the conversion rates and sales were higher than ever. It wouldn't be presumptuous to say that our result-oriented SEO campaign had paid off!

[Search Berg](#) provides effective SEO solutions to businesses spread across all industries. We guarantee results by improving your overall online marketing strategy.

Ready to get started? Give our SEO specialists a [call!](#)