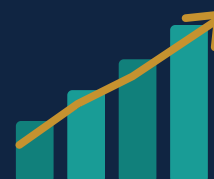


LOCAL MARKET CASE STUDY · SEARCH VISIBILITY

Able Roofing took the top spot on ten keywords — in a recession.

Recovering search position after an algorithm change, and turning it into a phone that does not stop ringing.



Search visibility engagement

10

KEYWORDS AT #1

Page 1

GOOGLE PLACES LISTING

Multiple

VIDEOS ON PAGE ONE

Scenario

Able Roofing and Siding had built its own site on GoDaddy and retained an SEO firm. After an initial improvement, its position on search results pages began declining, partly due to changes in Google's algorithm.

“Results have been phenomenal. The phone has been going non-stop; I am growing my business in the middle of a recession.”

— Janes Van Vladricken, Owner, Able Roofing and Siding

What We Did

- ▶ Rebuilt the site for search, with pay-per-click management and calls to action
- ▶ On-page and off-page optimisation

- ▶ Optimised the Google Places listing

Results

- ▶ **#1 position on Google for 10 keywords**
- ▶ Google Places listing on page one
- ▶ Multiple videos on page one of YouTube
- ▶ Site generating business consistently

How to read this one. This is a **search-visibility engagement**, and the results below are reported as they were measured at the time — ranking and lead-flow outcomes rather than a dollarised earned-value model. Where a revenue effect was stated by the client, it is quoted directly and attributed. For the dollarised version of this discipline, see the Environmental Services case study.

Client site: ableroofingandsiding.com

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