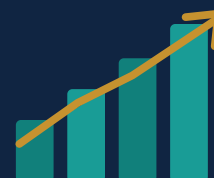


Dunn Wright reached #1 in months

after a year of paying for nothing.

A Vancouver roofing company goes from invisible to page one and starts taking calls from the web.



Search visibility engagement

3

KEYWORDS AT #1

Months

NOT A YEAR

Page 1

GOOGLE PLACES LISTING

Scenario

Dunn Wright Systems, a Vancouver roofing company, had built a site with Intuit's website creator. Despite paying for Intuit's SEO services, rankings were not improving, the site was generating no leads, and the Google Places listing was not appearing on page one.

“We went from nowhere to page 1, from no calls to calls coming in from the Internet in a couple of months — after spending almost a year working with a big SEO company.”

— Remy Ferland, Owner, Dunn Wright Systems

What We Did

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

Results

- ▶ **#1 position on Google for 3 keywords**
- ▶ Google Places listing on page one
- ▶ Multiple videos on page one of YouTube
- ▶ Site generating leads

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: dunnwrightsystems.com

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