

# ROOF PRO



CASE STUDY

TheBrightClick 

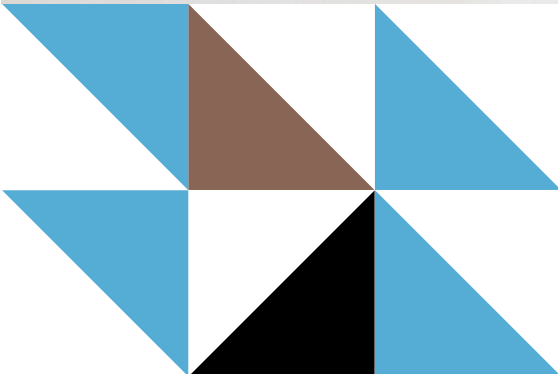
## Understanding

The roofing industry in London is a competitive one.

A quick search for 'London Roofers' shows over 3 million results.

That's a lot of competition.

This is the market Roofpro found themselves in, and so they came to The Bright Click to try and gain some visibility amongst their competitors.



## The Client

Roofpro are a team of experienced and professional roofing contractors who work across both domestic and commercial properties.

Based in Teddington but covering most of London, this was a brand that could offer many services to many people, as long as it could be found.

Roofpro offered many things, ranging from guttering repairs and flat roof installation to bigger and more specialised jobs such as building green roofs and constructing full, brand new, pitched roofs.

With over a decade of experience in the roofing industry, Roofpro was well-liked amongst its clients, but the time had come for them to widen their audience.

This led them to The Bright Click and our search engine optimisation (SEO) service.

## Testimonial



"The Bright Click continue to be a big asset in allowing us to spread our marketing wings and acting as a side arm to the business.

We thoroughly enjoy working with the team and look forward to continuing a great working relationship"

**Sergii Drevniak**

Director



Search Engine  
Optimisation

## Why was SEO needed?

If something goes wrong on your roof, or you are planning a project and need a quote on some work, the first thing you will probably turn to is a search engine, probably Google. With the rise of smartphones, the accessibility of picking up a phone and searching for a term in seconds means that ranking high up on a search engine results page (SERP) is vital in catching the eye of potential customers.

With a business such as Roofpro, appearing high up on Google was vital, and so they looked towards implementing an SEO strategy so that they would appear for local searches and be the first name a potential client sees when looking for help.



### The Strategy

We really wanted a quick start on this project, so began to work quickly on climbing the SERPs.

To do this, we carried out some research, including....

With a wealth of information now on our hands, we got to work:

- Keyword research – what we ended up with was a list of keywords we would initially target. These were often low keyword difficulty and were marked as attainable. We also found some higher difficulty keywords which would be targeted over the long run but would bring in high amounts of search volume if reached.
- Site audit – We carried out a full site audit and pinpointed any issues that may be holding the site back.
- Competitor research – it's always vital to know what you're up against, so we looked into some of the brands and businesses we would be sharing the SERPs with to gain some insight into them.



## On-Page SEO

With our list of keywords, we began to optimise the current site so that it could target some keywords. This included changing meta titles, H1 headings, and adjusting content.

We also began to add new content, in the form of service pages that were heavily focused to have the best choice of ranking highly for specific terms. We also created a blog and a content plan based on our keyword research and started to produce content that would boost the authority and make our visibility wide-reaching across the roofing industry.

We saw some great results from these, but more on that later.

Other on-page tactics we adopted were formatting the site in a way that was visually appealing, including optimising images as well as making sure every page had meta descriptions and all internal linking was having the wanted effect.

## Off-Page SEO

A key part of SEO is showing a search engine that it can trust you as an authority in your chosen industry.

A great way to do this is by building backlinks. We immediately implemented a strategy of building directory links and also looked for websites in which we may attain a link and reached out.

Another off-page strategy was in the form of Google My Business, and through building and optimising this, we soon made Roofpro much more visible.



Search Engine  
Optimisation

# Technical SEO

For search engines to love a site, it has to work well.

With a comprehensive site audit, we got a clear look at the site, and any issues that were on it.

Things like site speed, broken links, missing title tags and meta descriptions, duplicate content, and much more were analysed and any issues were quickly fixed so that the site was in the healthiest position possible.

All this, alongside connecting the site to Google Analytics and Google Search Console, provided us with clear information on the progress being made.



## The Outcome

It wasn't long before Roofpro started to climb the rankings.

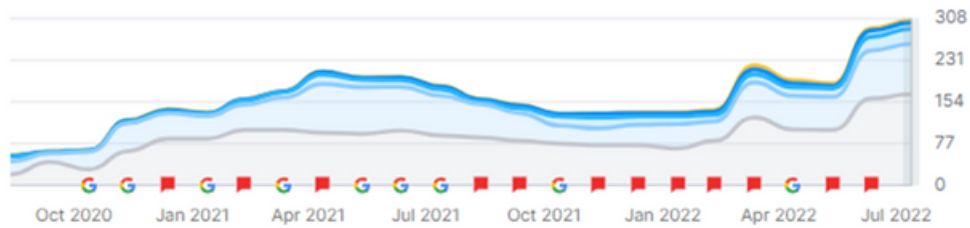
The website currently holds the number 1 spot for keywords such as commercial roofing London, single ply roofing London, and roof light installation London and hold positions in the top 3 on Google My Business for terms such as flat roofing Teddington and roofers Teddington.

And we don't stop there, with some great keywords such as green roofing London, lead roofing London, and flat roofing installation London all occupying the top spots.

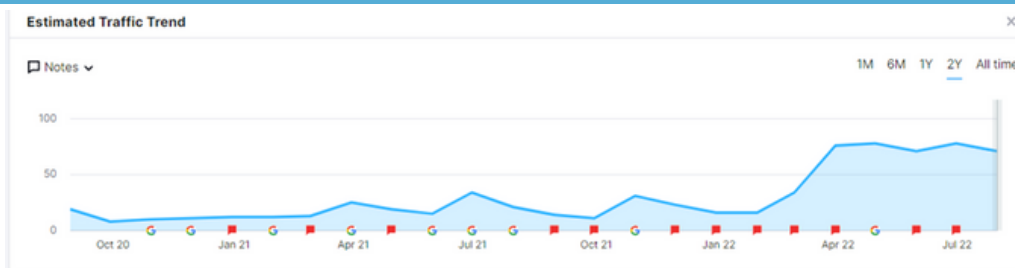
Our number of ranking keywords has risen from under 50 to over 300:

### Organic Keywords 304

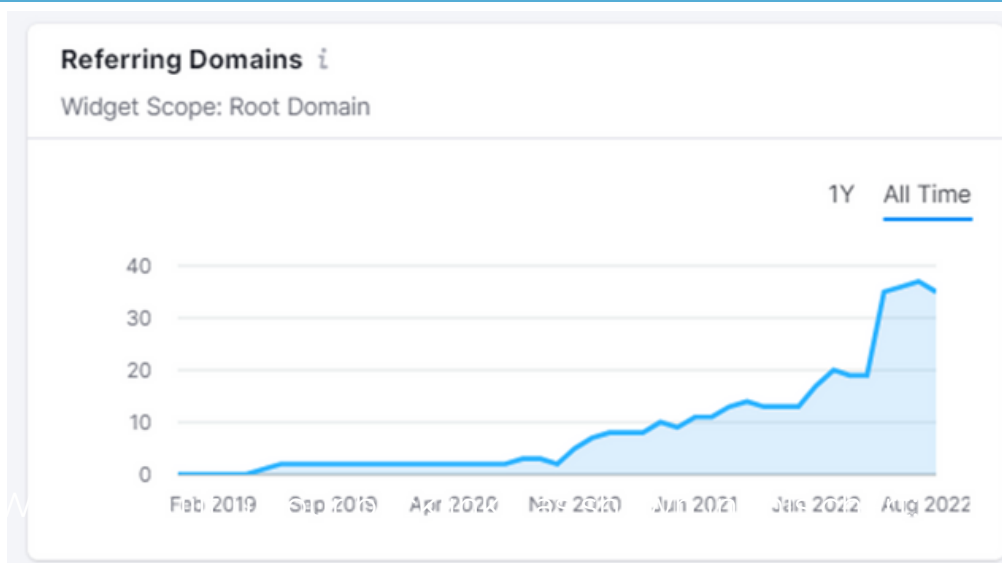
Top 3  4-10  11-20  21-50  51-100



This led to a big increase in expected traffic:



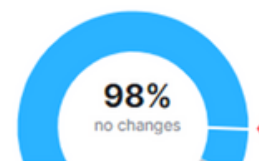
We also built up our backlinks, as shown in this chart:



With the work we carried out on the technical aspect of the site, we managed to achieve a site health score of 98%, which puts us well above the average on our SEO tool, which is 77%.

Our client was really pleased with the work we were doing, and the results on the business were clear with an increase in authority, visibility, and most importantly, organic leads.

### Site Health



● Your site 98%  
▼ Top-10% websites 92%

[More about Site Health score](#)

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# YOUR SUCCESS IS OUR SUCCESS



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