

**Client:**

Casey-Bertram Construction Inc.

**Industry:**

Demolition Construction

**Description of Organization:**

Casey-Bertram is one of the leading demolition experts in Indiana.

**Website:**

[www.casey-bertram.com](http://www.casey-bertram.com)

**Challenge:**

Creating a modern website that capitalized on new technologies and improved the company's SEO success.

**Solution:**

A new, optimized site that clearly states Casey-Bertram's extensive history as a leading provider of demolition services.

**Results:**

Positive response and significant increases in Google rankings and site accessibility based on keywords reports.

## Creating a Small Business Web Presence Credibility, Content Marketing, & Site Optimization

For more than 20 years, Casey-Bertram Construction has been a leader in the Indiana demolition market. The company has built a respected history as a reliable

partner in all phases of complete selective destruction, including commercial, industrial, and residential demolition services. Casey-Bertram has been involved in numerous high-profile demolition projects at Indiana landmarks such as the Indianapolis Motor Speedway, the Indiana Convention Center, and the Eli Lilly and Company headquarters. The company even provided demolition services for the ABC television program Extreme Makeover Home Edition.



What sets Casey-Bertram apart from their competition is the direct involvement of the firm's founders, Scott Casey and Rodney Bertram, in all facets of a demolition project. With nearly 50 years of combined experience between them, Casey and Bertram understand that clients value the personal contact their firm provides. Those relationships have helped Casey-Bertram establish an outstanding reputation for satisfaction, safety, and performance.

### The Challenge

Casey-Bertram approached Marketpath about creating a new, dynamic website that better defined their company brand and offerings. Their previous website was created about seven years earlier and featured none of the functionality that a modern day site required. Casey-Bertram needed a site that clearly highlighted the organization's extensive demolition experience and breadth of service offerings. After meeting with Scott and Rodney, Marketpath was able to easily identify core features that would vastly improve the company's online perception and create future opportunities to attract new business.

Besides the development and design of a new modern looking site, Casey-Bertram needed a partner that would optimize their presence among search engines. Despite being one of the premier demolition companies in the state, Casey-Bertram was buried deep in most Google search results for the keywords of highest importance. The company needed a partner that would improve their online profile.



## The Solution

The focus of the new site was on three core markets: commercial demolition, industrial demolition, and residential demolition. Marketpath proposed a design that would highlight these distinct verticals while adding features that boldly announced the company's extensive history. Key additions included the following:

- Project Gallery — Casey-Bertram's previous site conspicuously lacked a full gallery of images that offered proof of the company's demolition experience. Marketpath built a comprehensive project gallery featuring hundreds of images of Casey-Bertram demolition experts at work. The gallery was separated into the three core markets for better search capability.
- Demolition Video Gallery — Research indicated that potential customers wanted to see video of the company in **action**. Marketpath created another gallery that spotlighted engaging video of several demolition projects.
- Demolition Blog — Casey-Bertram's old site wasn't optimized to capitalize on content marketing strategies. In the new site, Marketpath added a blog to enable employees to develop content to assist with search engine optimization and better position the company as experts in the field.
- Salvage Store — An additional item built by Marketpath was the Salvage Store, a feature to allow Indianapolis contractors and consumers to purchase recycled products from demolition sites. As part of the company's eco-friendly position, the store offers great deals on several items, including air conditioner units, hot water heaters, electrical transformers, and even brass doors.

## The Results

Casey-Bertram has been extremely pleased with the new site, and the feedback they've received from customers has been universally positive. But the most noteworthy improvement has been the increase in Google keyword rank since launch. As a result, potential customers are finding the company more frequently, which has led to an increase in leads and revenue opportunities.

A keyword report was run prior to the site's launch in October Of 2012 and again in April of 2013. In October, Casey-Bertram could be found on Page 1 of Google for local keywords just once; as of April, that number had jumped to 12. The company couldn't even be found in one of the top three positions for local keywords in October; in April, the company appeared eight times including five times at number one.

*“Marketpath has brought our website from something basic to a modifiable site that can grow as our business evolves. We didn't know about SEO, blogs, or keywords — all the components that drive traffic and conversions on the web. Marketpath extensively went over every detail and asked numerous questions to understand our business. The result was a perfectly tailored website.” - Scott Casey, President*

