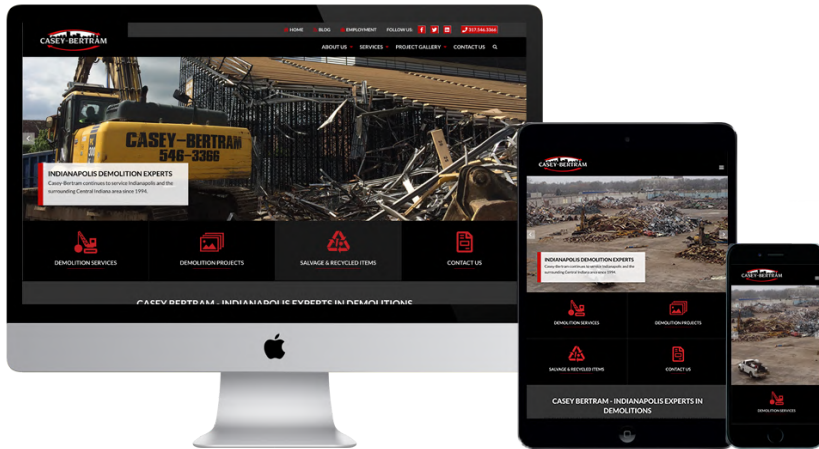


Case Study - Construction & Demolition Contractor

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



For over 25 years, Casey-Bertram Demolition has developed a reputation of being a reliable partner in all phases of selective destruction, including commercial, industrial, and residential demolition services, working with high profile clients such as the Indianapolis Motor Speedway, Indiana Convention Center and Eli Lilly.

The firm's founders, Scott Casey and Rodney 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 sought a new, dynamic website that better defined their company brand and their customer-focused approach. Their previous website was created about seven years earlier and featured none of the functionality that a modern day site required.

Despite being one of the premier demolition companies in the state, Casey-Bertram was also buried deep in most Google search results for the keywords of highest importance. The company needed a partner that would improve their online profile, while improving traffic and lead generation.



The Client

Casey-Bertram Demolition
www.caseybertram.com



Industry

Construction/Demolition



The Challenge

Creating a modern website to enhance company credibility and visibility to drive leads and new business



The Solution

An optimized site that showcases Casey-Bertram's capabilities, as well as tools and strategies for content marketing & SEO success



The Results

Ranked #1 for 5 keywords in under 6 months and Ranked #1 for 36 keywords in 5 years

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, as well as features to drive credibility and sales. Key additions included the following:

- **Project Gallery** – To demonstrate and provide proof of the company’s impressive demolition experience, a comprehensive gallery featuring hundreds of images, as well as project descriptions, was created.
- **Demolition Video Gallery** – Research indicated that potential customers wanted to see video of the company in action. Marketpath created a YouTube Channel and a video gallery that spotlighted engaging video of important, high profile projects.
- **Demolition Blog** – Casey-Bertram's old site wasn’t optimized for content marketing. On the new site, Marketpath added a blog and trained Casey-Bertram employees on how to write content that would promote SEO, while also positioning the company as experts in the demolition field.



What Clients are Saying

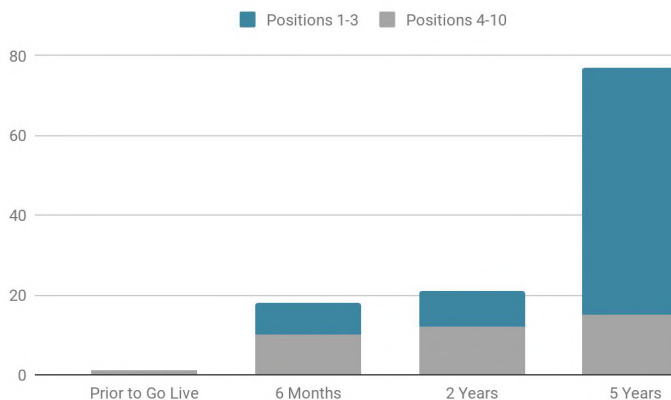
“Marketpath has taken our site from something basic to a cutting edge site that can grow as our business evolves. We didn’t know about SEO, blogs, or keywords – all the components that drive traffic and conversions on the web. Marketpath extensively went over every detail and asked numerous questions to understand our business. The result has been a perfectly tailored website that drives leads.”

- **Scott Casey, President**

The Result

While Casey-Bertram has been extremely pleased with the new site and the feedback received has been positive, the most noteworthy improvement has been the increase in keyword ranking since launch, *improving Page 1 search results (for targeted keywords) from 1 keywords to 12 keywords in under 6 months and from 1 keywords to 77 keywords in 5 years.*

Keyword Ranking on Google & Bing



Local Keyword Ranking on Google & Bing

