

How a Custom Builder Became the Go-To for Their Niche, Winning Leads with Google Search



OVERVIEW

For services in high demand, advertising can become extremely difficult as the space is very competitive. This is often the case for building companies and other professional services.

It's important, then, to become more visible online organically via Google Search.

However, our high-end building client encountered a problem with

many of the terms they should be known for and found by online. For example, "Custom builder " had become a common industry term, meaning potential customers were using it when searching online, which is good to know. But it also meant many other builders had attached themselves to the term, even if they did not deliver custom services the way our client does. It had officially become a highly saturated search term.

APPROACH

We worked with our client to differentiate themselves from their competitors and from the saturation of digital content. We did this in 3 key ways:

- **Reviews** – Above advertising or building a website with strong keywords, customer reviews are still one of the top sources people look to when choosing a business to use. It also remains one of the strongest indicators with Google. We managed a Google reviews campaign for our client and made it easier for their customers to give them.
- **Blog Content & Website Optimization** – We identified other key phrases where our client could quickly gain a top spot in Google Search,

differentiate themselves from their competitors, and connect with their target audience. We recognized a common experience. A significant amount of their audience were transferred to Louisville for their careers. So it made sense to offer information about moving to Louisville. We also knew their audience cared about the quality of materials for their home. So we created content explaining about the builder's high-quality standards and custom building process.

- **Video Storytelling** – To really make their content stand out, we began to regularly incorporate video. This not only acted as an extra layer of content, other than the written word, that could be indexed by Google, but it's also a unique medium underutilized by many of their competitors. We used video to tell their story and relay the values and information they knew their audience cared about.

RESULTS



#1

ON GOOGLE WHEN SEARCHING FOR
BEST CUSTOM HOME BUILDERS



IMPROVED FINDABILITY
AS THE BUILDER WITH THE MOST
KEYWORDS ON GOOGLE PAGE 1



WON A NEW CUSTOMER
INTERNATIONALLY WHO FOUND
THEIR BLOGS ON MOVING TO
LOUISVILLE.

CONCLUSION

Our client is truly the top custom builder in the area, but they needed social proof. They also needed to better connect with their target audience in the right way and time when they needed what our builder could offer.

Through a partnership with The Marketing Squad and the right strategic moves including relevant content, keywords, and reputation management, our builder client has significantly grown their online reputation and created a consistent funnel for new sales leads.