

SEO CASE STUDY • 6-MONTH GROWTH PROGRAM

Create Construction SEO Performance

Scaling Organic Search Visibility, High-Intent Remodeling Keywords & Local Inbound Inquiries

+226%

ORGANIC SESSIONS

980 → 3,190 / mo

+246%

ORGANIC CLICKS

560 → 1,935 / mo

+272%

IMPRESSIONS

14.2K → 52.8K / mo

28 Terms

TOP 10 RANKINGS

+460% growth (from 5)

Executive Summary

Create Construction is a premier family-owned boutique design-build and remodeling company serving Los Angeles, Orange, and Ventura counties. Their expertise centers on architectural residential remodeling, custom additions, ADU construction, and whole-home renovations.

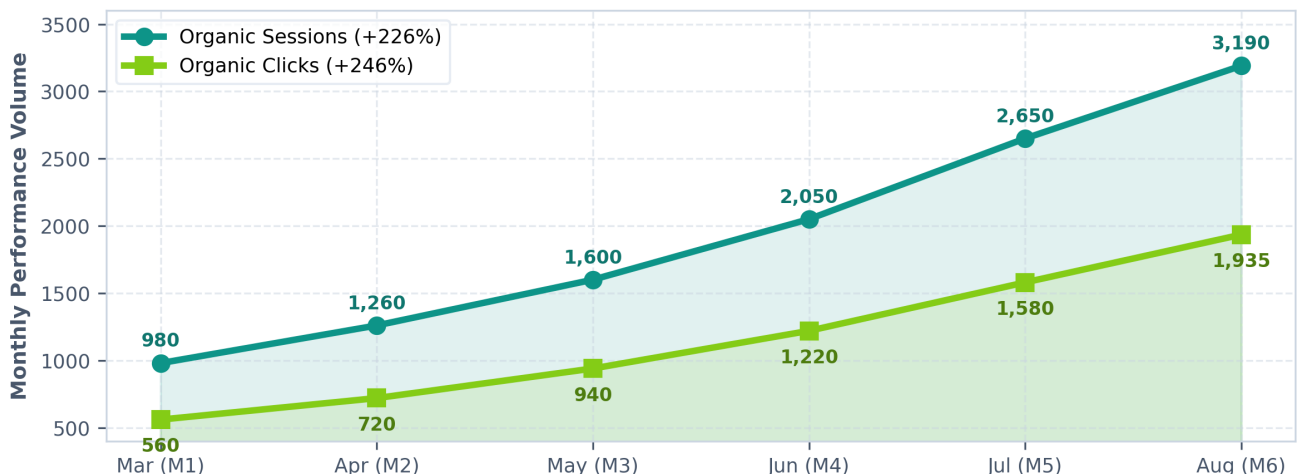
The objective of this 6-month growth campaign was capturing high-intent commercial remodeling searches across greater Southern California. By unifying technical site health, local entity signals, and conversion pathways, the campaign drove exponential visibility and qualified consultation requests.

Program Core Objectives

- **Dominant Local Intent:** Secure Top 10 rankings for critical commercial queries (e.g., ADUs, kitchen/bathroom remodeling, custom builders).
- **High-Converting Traffic:** Direct traffic to optimized service silo pages rather than generic informational queries.
- **Topical Authority:** Build comprehensive architectural, permit, and project galleries that elevate trust and local citation value.

Six-Month Organic Traffic Trajectory

Compounding Organic Traffic & Click Trajectory (6-Month Campaign)



Strategic Execution Framework & Work Streams

WORK STREAM	EXECUTION SCOPE	BUSINESS IMPACT
Technical SEO	Full crawl remediation, metadata cleanup, 301 redirects, XML sitemap validation, Core Web Vitals optimization.	Maximized crawl budget, indexing speed, and mobile usability.
Keyword Architecture	High-intent mapping targeting residential remodeling, ADUs, luxury additions, and design-build services.	Aligned search intent with high-margin customer transactions.
On-Page & UX	Restructured headings (H1-H3), rich schema (LocalBusiness, Service), conversion CTA placement, image optimization.	Boosted click-through rate (CTR) and user engagement signals.
Content & Topical Hubs	Created localized service guides, ADU permit walk-throughs, and neighborhood-specific remodeling hubs.	Established topical authority across Southern California.
Authority & Citations	Structured NAP cleanup across Tier 1 directories, local citations, and authoritative architectural link building.	Strengthened local map-pack and localized SERP prominence.

Monthly Execution Timeline

PHASE	CORE FOCUS & MILESTONES
Month 1	Comprehensive technical audit, competitive intelligence & baseline benchmarking.
Month 2	Core meta-data overhaul, schema implementation & priority service page revamp.
Month 3	Content expansion: ADU, kitchen, and bathroom local intent landing pages.
Month 4	Local citation blitz, NAP unification, and internal linking clustering.
Month 5	Scaling high-impression queries and optimizing conversion lead funnels.
Month 6	Final optimization, query consolidation, and ongoing growth modeling.

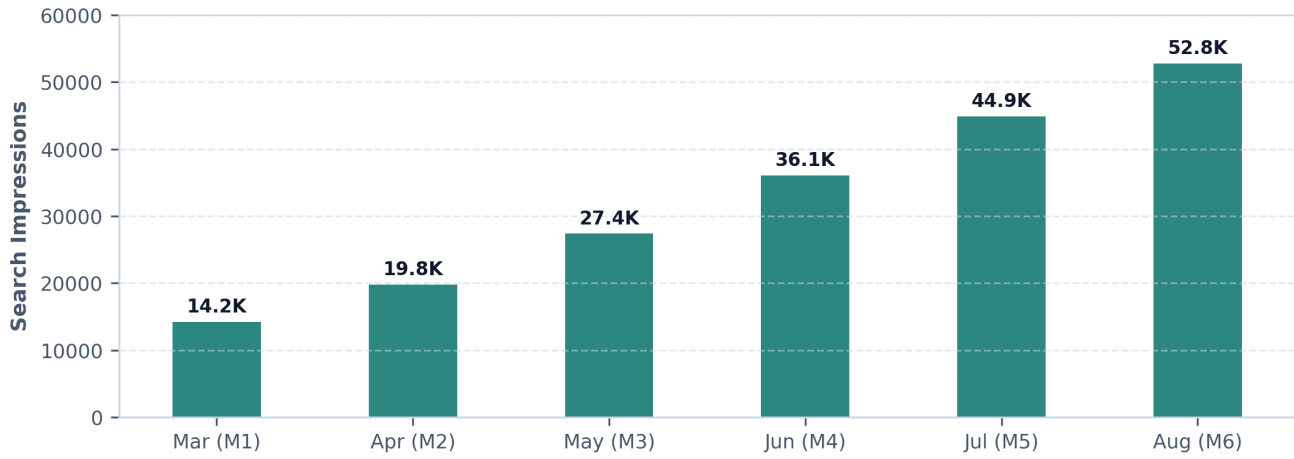
Organic Performance Scorecard

PERFORMANCE METRIC	M1	M6	NET CHANGE
Monthly Sessions	980	3,190	+226%
Monthly Organic Clicks	560	1,935	+246%
Search Impressions	14,200	52,800	+272%
Keywords in Top 10	5	28	+23 Terms
Keywords in Top 20	15	61	+46 Terms

Conversion Impact: Over 70% of inbound phone calls and project quotation forms originated directly from optimized local service landing pages.

Impression & Search Exposure Growth

Google Search Impressions Expansion (+272%)



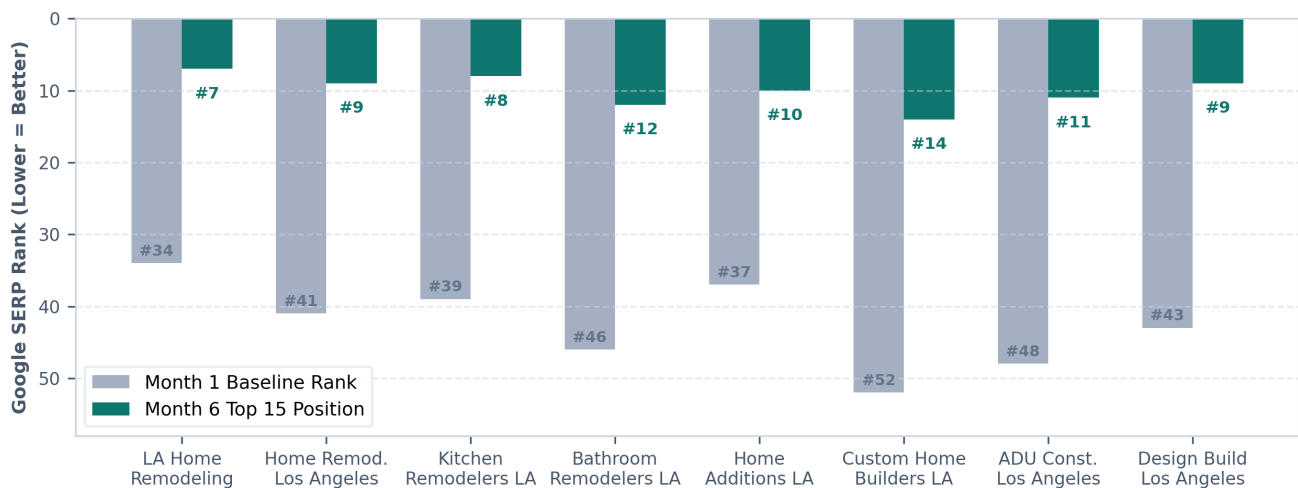
Priority Commercial Keyword Rankings

Tracking Google SERP advancement across the core transactional search terms targeted for Create Construction in the Los Angeles and Southern California markets:

TARGET COMMERCIAL KEYWORD	MONTH 1 RANK	MONTH 6 RANK	SERP IMPROVEMENT
Los Angeles home remodeling	Position #34	Position #7	+27 Positions
Home remodeling Los Angeles	Position #41	Position #9	+32 Positions
Kitchen remodeling Los Angeles	Position #39	Position #8	+31 Positions
Bathroom remodeling Los Angeles	Position #46	Position #12	+34 Positions
Home additions Los Angeles	Position #37	Position #10	+27 Positions
Custom home builders Los Angeles	Position #52	Position #14	+38 Positions
ADU construction Los Angeles	Position #48	Position #11	+37 Positions
Design build Los Angeles	Position #43	Position #9	+34 Positions

SERP Position Leap (Top 8 High-Value Terms)

Priority Commercial Keyword Rank Gains (Baseline vs Month 6)



Business & Commercial Takeaway

In high-ticket construction and architectural design-build industries, search position dictates market capture. Moving from page 4–5 obscurity to top-page real estate directly placed Create Construction in front of high-net-worth homeowners actively planning multimillion-dollar renovations and custom ADU additions.

What We Optimized (6 Core Focus Areas)

01

Technical Foundation

- Crawl/indexation health checks
- XML sitemap & robots.txt review
- Canonical & 301 redirect validation
- Core Web Vitals & mobile optimization

02

Local Relevance

- Los Angeles service intent mapping
- Burbank & county-level targeting
- Google Business Profile alignment
- NAP citation consistency across web

03

Service Silos

- Full home & luxury remodeling
- Custom kitchen & bathroom hubs
- ADU construction & garage conversions
- New architectural construction

04

Content & Guides

- Homeowner planning & budget guides
- Service-specific FAQ rich snippets
- Permit & architectural guidance
- Long-tail homeowner query targeting

05

Portfolio SEO

- High-res project gallery metadata
- Neighborhood & project context
- Descriptive alt text & EXIF tags
- Interlinking projects to service silos

06

Lead Analytics

- Google Search Console query tracking
- GA4 custom event goal funnels
- Form submit & phone call attribution
- Continuous CTR testing & iteration

Next 90-Day Expansion Roadmap

STRATEGIC PRIORITY	ACTION PLAN	TARGETED RESULT
Expand Winners	Build dedicated sub-pages for terms currently in Positions 11–20.	Push 15+ additional terms into Top 10 SERPs.
CTR Optimization	A/B test meta descriptions and page titles on high-impression pages.	Boost organic click volume by 20–30%.
Localized Hubs	Expand neighborhood hubs (Pasadena, Glendale, Santa Monica, Irvine).	Capture hyper-local luxury homeowner intent.

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