Symbolic Text DEVELOPERS

Case Study 16

Growing Organic Traffic and Local Rankings for a UK Home Renovation Business

Client: HRB Group (anonymized) Industry: Home Renovation & Improvement (UK) Location: Birmingham, UK Engagement Length: Over 2 years.



The Challenge

A Birmingham-based home renovation business was struggling to attract customers through its website. Monthly website traffic was limited to just 3–8 visits, while important service keywords ranked beyond Google's top 100 positions.

The company needed stronger local search visibility to attract potential customers looking for renovation, roofing, painting, and kitchen improvement services in Birmingham.

What We Did

- Conducted targeted keyword research for home renovation and improvement services in Birmingham.
- Optimized website pages, headings, meta titles, descriptions, and content for relevant local searches.
- Improved on-page SEO across key service pages to strengthen their visibility.
- Focused on six high-intent keywords covering renovation, roofing, painting, and kitchen countertop services.
- Monitored keyword rankings and website traffic to track progress and refine the SEO strategy.

The Outcome

- 300+ monthly website visits, compared with just 3–8 initially.
- Google rankings improved from beyond position 100 to positions 1–7 within six months.
- Six targeted service keywords achieved stronger local search visibility.
- Website contact form inquiries began coming in within the first year.
- Client retained for over two years, supporting continued SEO improvements and online visibility.

Targeted Keywords

Keyword	Initial Position	Achieved Position
home renovation services birmingham	100+	1–7
roof repair services birmingham	100+	1–7
roof replacement services birmingham	100+	1–7
painting services birmingham	100+	1–7
kitchen countertop replacement birmingham	100+	1–7
kitchen countertop repair birmingham	100+	1–7

Positions 1–7 represent the overall ranking range achieved across the targeted keywords.

Client identity has been anonymized to protect confidentiality.