

SEO CASE

TITAN PAVERS

02 INTRODUCTION

03 KEYWORD RESEARCH

04 COMPETITORS ANALYSIS

05 SEMANTIC CORE CREATION

08 FRONTEND DEVELOPMENT
AND ONSITE OPTIMIZATION

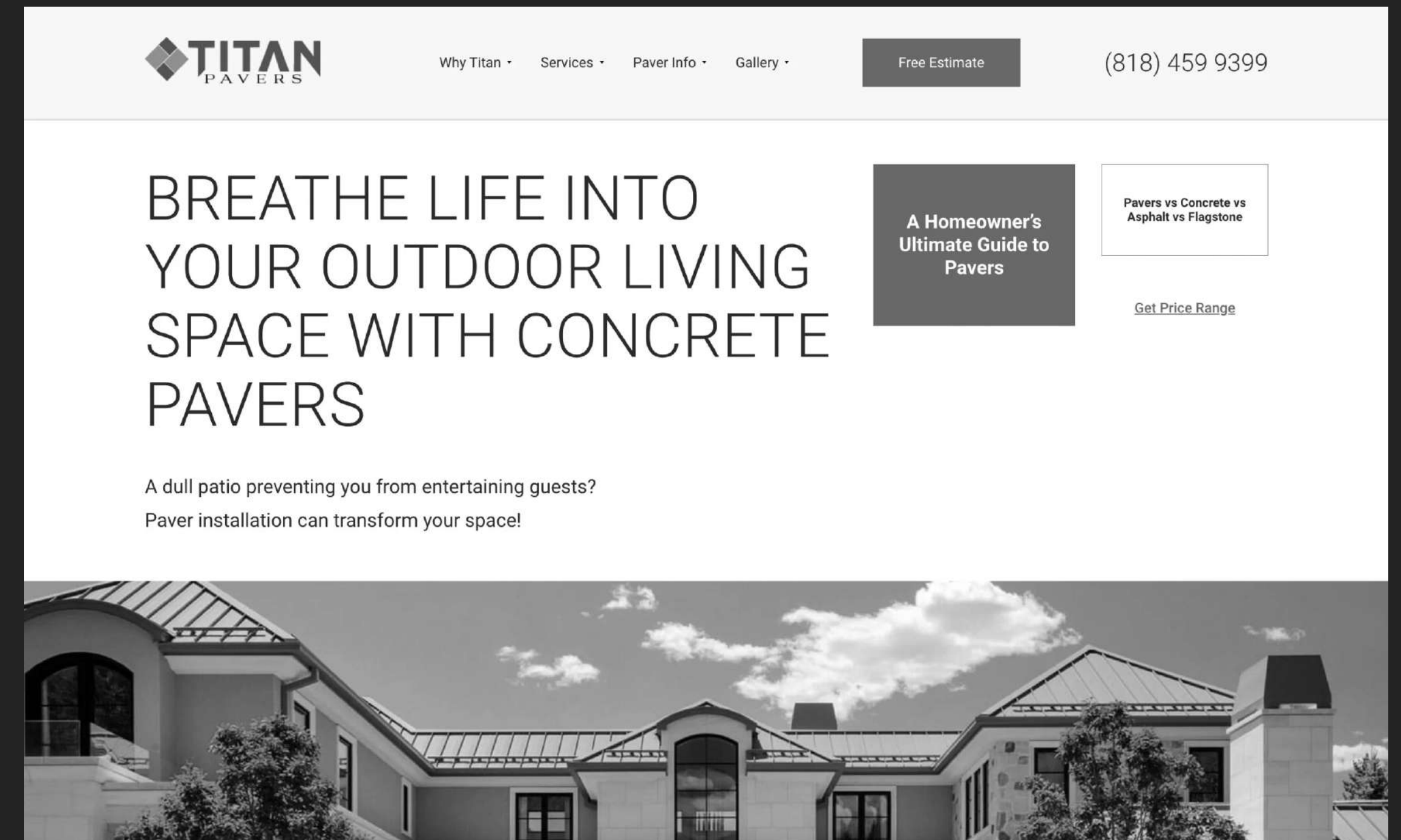
09 CONTENT MARKETING

11 GOOGLE ANALYTICS SETUP
AND INDEXATION

TITAN PAVERS

Titan Pavers is a paver installation contractor based in Los Angeles, CA, with 25+ years experience in planning, designing, and creating standard, customized and unique paving projects without compromise when it comes to safety, quality, and functionality.

Titan Pavers had a Wix Website with pages with low word count, poor quality content, little search relevance and cookie cutter designs that poorly represented their expertise, exceptional client satisfaction rate, and phenomenal design abilities in the form of a visually-appealing portfolio. As a result, they had no domain authority, no website traffic, and no social media presence.



KEYWORD RESEARCH

We started by looking at precisely how people search for the services that our client offers. We wanted to know what questions they ask Google most often, so we could be confident we covered these in our website content.

We checked how often they search for specific key phrases to refine a list of keywords and group queries by categories to create a sales-driving semantic core.

The screenshot shows a keyword research tool interface for the keyword "pavers". The interface includes a search bar at the top with "pavers" entered and a "Search" button. Below the search bar, there are navigation links: "Dashboard > Keyword Overview > Keyword Magic Tool". The main heading is "Keyword Magic Tool: pavers".

Below the heading, there are filters for "Database: United States" and "Currency: USD". There are also tabs for "All", "Questions", "Broad Match", "Phrase Match", "Exact Match", and "Related". A "Languages" dropdown is set to "beta".

Further down, there are dropdown menus for "Volume", "KD %", "Intent", "CPC (USD)", "Include keywords", "Exclude keywords", and "Advanced filters".

The main content area shows a list of keywords with columns for "Keyword", "Intent", "Volume", "Trend", and "KD %". The summary at the top of the list states: "All keywords: 91,066 Total volume: 2,008,840 Average KD: 33%".

Keyword	Intent	Volume	Trend	KD %
concrete		8,576		
brick		6,345		
patio		6,303		
stone		3,505		
driveway		3,446		
install		2,842		
sand		2,460		
layer		2,243		
pool		2,075		
cost		2,056		
use		1,903		
can		1,767		
grass		1,690		
pavers	C	74,000		81
patio pavers	C	22,200		79
concrete pavers	C	18,100		66
belgard pavers	N T	14,800		39
driveway pavers	C	14,800		64
home depot pavers	N T	14,800		67
pavers near me	T	14,800		75
brick pavers	I	12,100		59
lowes pavers	N T	12,100		67
pavers for patio	C	12,100		74
stone pavers	T	12,100		77
flagstone pavers	I T	9,900		62
pavers home depot	N T	9,900		71

COMPETITORS ANALYSIS

We defined the company's competitors before looking at what those market players have done to beat others and achieve ranking on the first page of Google. This included looking at how many pages and backlinks they have and the types of content they publish. This allowed us to understand how big the gap is and how long it would take us to catch up.



Page ?	Pageviews ?
	44,094 % of Total: 100.00% (44,094)
1. /	13,530 (30.68%)
2. /pavers-installation/pavers-vs-concrete-vs-flagstone-vs-brick/	1,791 (4.06%)
3. /services/driveway-paving/	1,504 (3.41%)
4. /before-after/	1,209 (2.74%)
5. /smooth-pavers-vs-tumbled-pavers-which-one-is-right-for-your-next-project/	1,198 (2.72%)
6. /pavers-installation/pavers/	1,127 (2.56%)
7. /project/driveways/	1,020 (2.31%)
8. /project/patios/	954 (2.16%)
9. /six-modern-driveway-ideas-that-are-perfect-for-2020-and-beyond/	840 (1.91%)
10. /pavers/angelus-courtyard-stone/	796 (1.81%)

SEMANTIC CORE CREATION

A semantic core is a combination of higher-traffic, higher-quality words that together best describe what a company does. This provides topical relevance Google uses to rank sites in the correct searches. Additionally, where we use certain keywords on the site and how we use them can increase conversions.

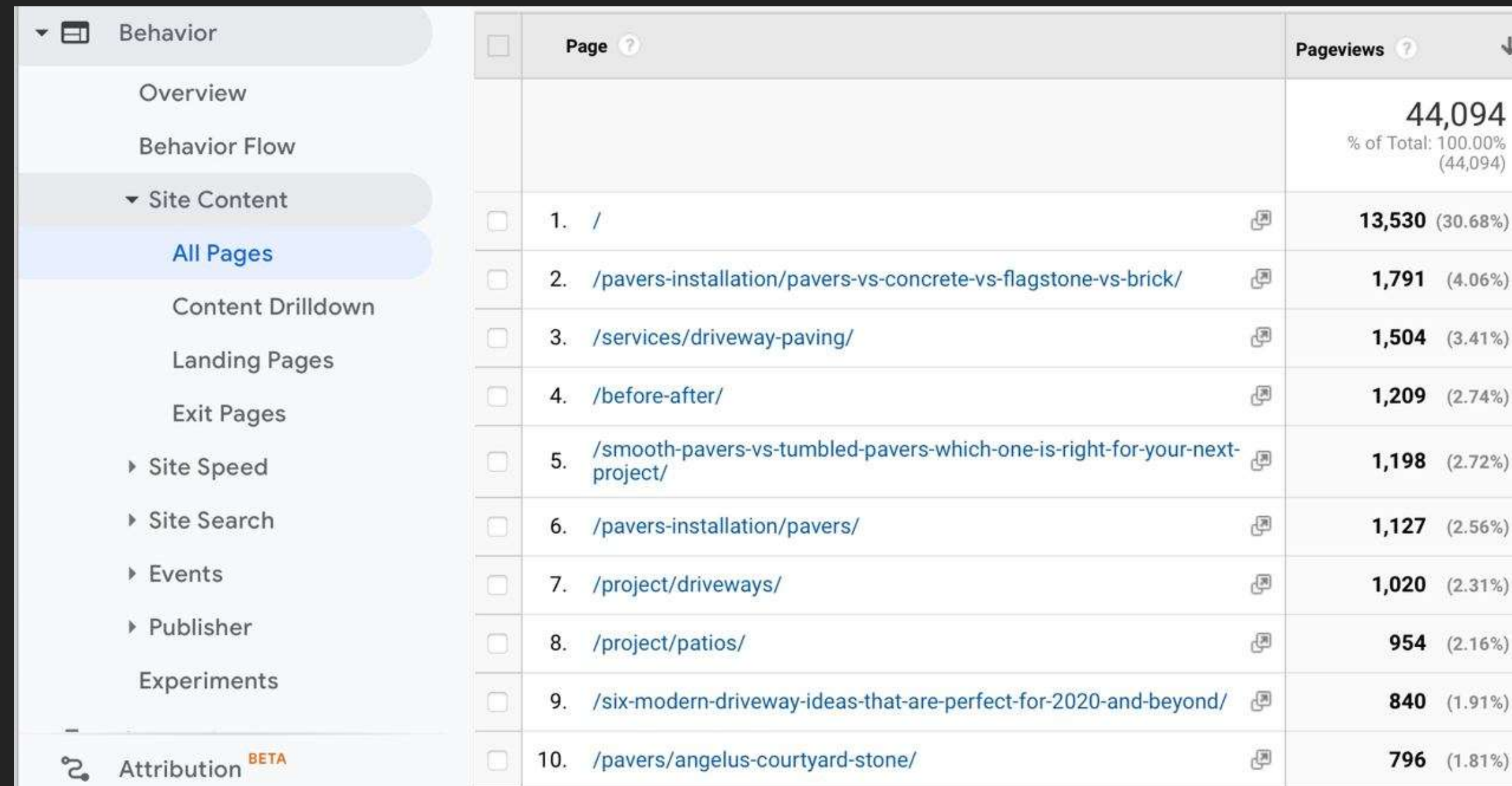
A few-level site structure is typically best for SEO because it's easier for Google's bots to crawl and people to understand.

The home page is level 1.

Then the menu items like about us, Services, Paver Info and the blog's main page, which we called "News", are level 2.

Level 3 pages are level 2's subpages, including blog posts, paving guides, types of services, and location pages.

SEMANTIC CORE CREATION



The screenshot shows the Google Analytics interface for Site Content. The left sidebar is expanded to 'All Pages'. The main table lists the top 10 pages by pageviews. The total pageviews for the site are 44,094.

Page	Pageviews
1. /	13,530 (30.68%)
2. /pavers-installation/pavers-vs-concrete-vs-flagstone-vs-brick/	1,791 (4.06%)
3. /services/driveway-paving/	1,504 (3.41%)
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Once we'd established the site architecture, we optimized for different keywords at different levels. For example, we chose to optimize for high volume keywords and transactional keywords on the 2nd-page level. When combined with other service-related keywords, these are keywords that suggest a strong intent to buy something now. For example, “buy”, “near “me, “find”.

Optimizing for transactional keywords on level 2 can increase conversions because these are the pages people visit when they're making their decision.

We then optimized for keywords with smaller search volumes, such as “paver driveway ideas” and informational keywords like how to's on the 3rd-level page. These keywords represent customers considering their options, and they may not be ready to buy now, so they make more sense in blog posts, types of services, and driveway paving options.

Behavior		Page ?	Pageviews ?
Overview			44,094 % of Total: 100.00% (44,094)
Behavior Flow			
Site Content			
All Pages			
Content Drilldown			
Landing Pages			
Exit Pages			
Site Speed			
Site Search			
Events			
Publisher			
Experiments			
Attribution <small>BETA</small>			
	1. /	13,530 (30.68%)	
	2. /pavers-installation/pavers-vs-concrete-vs-flagstone-vs-brick/	1,791 (4.06%)	
	3. /services/driveway-paving/	1,504 (3.41%)	
	4. /before-after/	1,209 (2.74%)	
	5. /smooth-pavers-vs-tumbled-pavers-which-one-is-right-for-your-next-project/	1,198 (2.72%)	
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	9. /six-modern-driveway-ideas-that-are-perfect-for-2020-and-beyond/	840 (1.91%)	
	10. /pavers/angelus-courtyard-stone/	796 (1.81%)	

SEMANTIC CORE CREATION

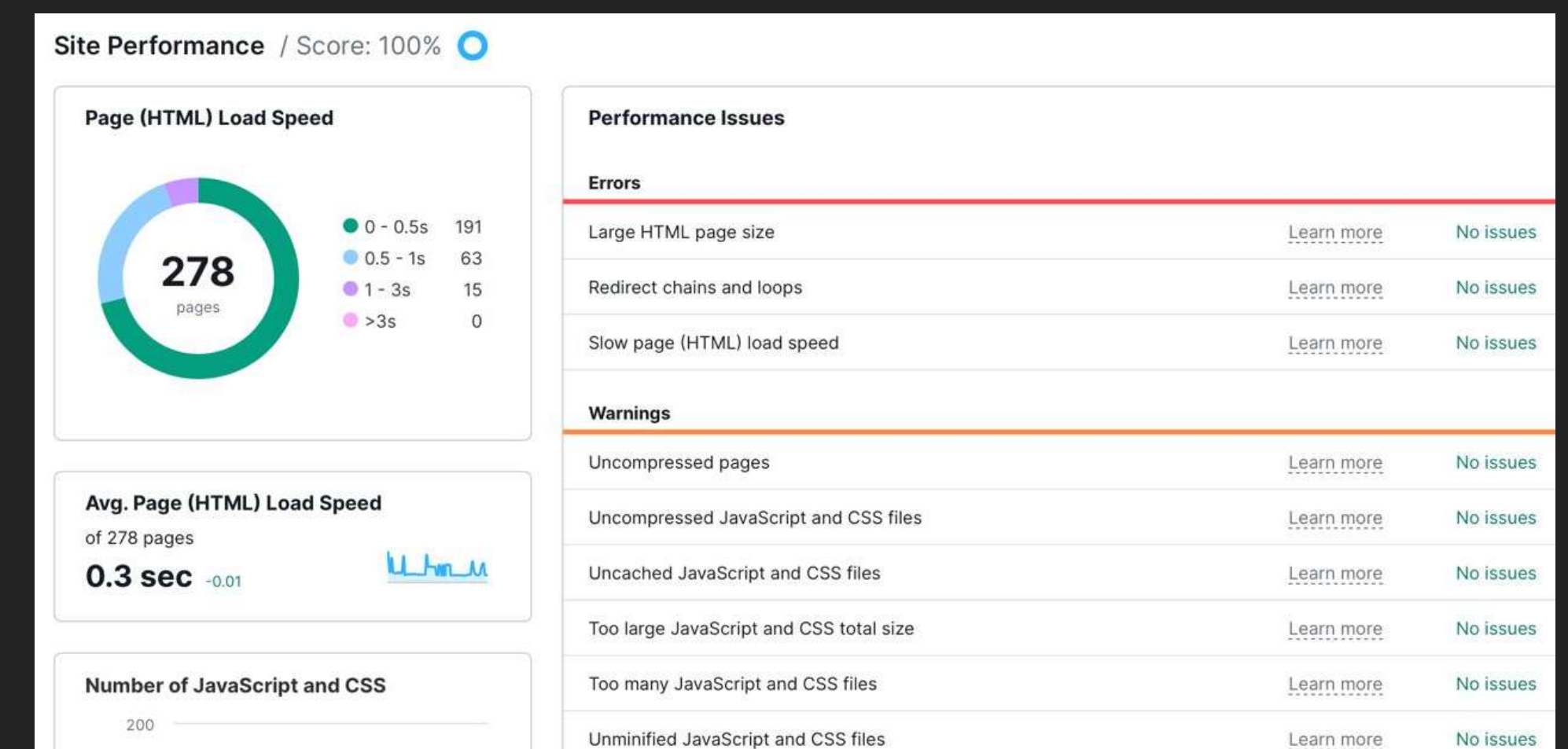
Finally, we optimized the URLs by ensuring that the primary keyword phrase for the page was also in the URL and that the URL was as short as possible. Optimizing URLs is critical because, for one, having the primary keyword in the URL makes it clear to Google what the page is about. This can impact your search ranking. But also, once you create a URL, changing it will cause problems for both SEO and customer navigation.

FRONTEND DEVELOPMENT AND ONSITE OPTIMIZATION

The scope of work at this stage is creating internal links between related pages on Titan's website and optimizing on-page items like titles, descriptions, headlines, and images. The optimization of these items:

- Increases click-through rate from search
- Improves load time and responsiveness
- Can strongly influence whether people stay on the site once they're here
- Enhances customer experience
- Promotes a positive brand perception

For example, titles should be short, include the page's keyword phrase, and accurately describe what the page is about. Descriptions should describe the page naturally using keywords and also entice a searcher to click. Headlines should do the same. Images should be compressed to the smallest size possible without appearing low-quality. They should also be dynamically sized, so they adapt to the right size across devices using the least amount of memory to load the page.



CONTENT MARKETING

Based on our research, we came up with the strategy that provided the most value to Titan Pavers' potential customer. We needed to create content for all things pavers. These would primarily include blogging and guides on design, materials, manufacturers, and anything else their customers need to choose the best pavement options.

We needed to address all the questions Google's People Also Ask section has, focusing within long-form content. Long-form allows us to more thoroughly provide answers to these questions, keep people on the website longer, and naturally include all the critical, relevant keyword phrases on one page. For these reasons, long-form is also easier to rank in Google.



GOOGLE ANALYTICS SETUP AND INDEXATION

We submit the robots.txt and sitemap to Google Search Console, so Google bots know what pages we want them to crawl. Unindexed pages do not appear in search. Ultimately, Google decides which of your pages it will index. However, taking the above steps qualify web pages for indexing consideration. And we can track pages that don't index or de-index in Google Search Console and correct the issues preventing indexing if they do occur.

We set up Google Analytics to track behavior and understand how real people enter, navigate, interact with, and leave the site. This allows us to further increase time spent on pages, engagement, and the ability of our client to generate leads.

Using Google Analytics, we set up clearly defined sales funnels, so we can measure the conversion rate of specific pages effectively and optimize pages for higher conversions.

Page ?	Pageviews ? ↓	Unique Pageviews ?
	7,958 % of Total: 100.00% (7,958)	7,193 % of Total: 100.00% (7,193)
1. /	2,755 (34.62%)	2,573 (35.77%)
2. /services/driveway-paving/	414 (5.20%)	380 (5.28%)
3. /pavers-installation/pavers-vs-concrete-vs-flagstone-vs-brick/	390 (4.90%)	373 (5.19%)
4. /smooth-pavers-vs-tumbled-pavers-which-one-is-right-for-your-next-project/	322 (4.05%)	304 (4.23%)
5. /before-after/	270 (3.39%)	249 (3.46%)
6. /project/patios/	260 (3.27%)	221 (3.07%)
7. /request-quote/	192 (2.41%)	152 (2.11%)
8. /cost-estimator/	176 (2.21%)	157 (2.18%)
9. /project/driveways/	166 (2.09%)	132 (1.84%)
10. /pavers-installation/pavers/	147 (1.85%)	115 (1.60%)

WANT MORE WEBSITE TRAFFIC THAT TURNS INTO CUSTOMERS?

We've got a proven track record of getting results for a long list of happy clients in Los Angeles and beyond. They've trusted us with their online presence. They know we are data-driven and transparent about what we do.