SEO CASE

TITAN PAVERS

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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.
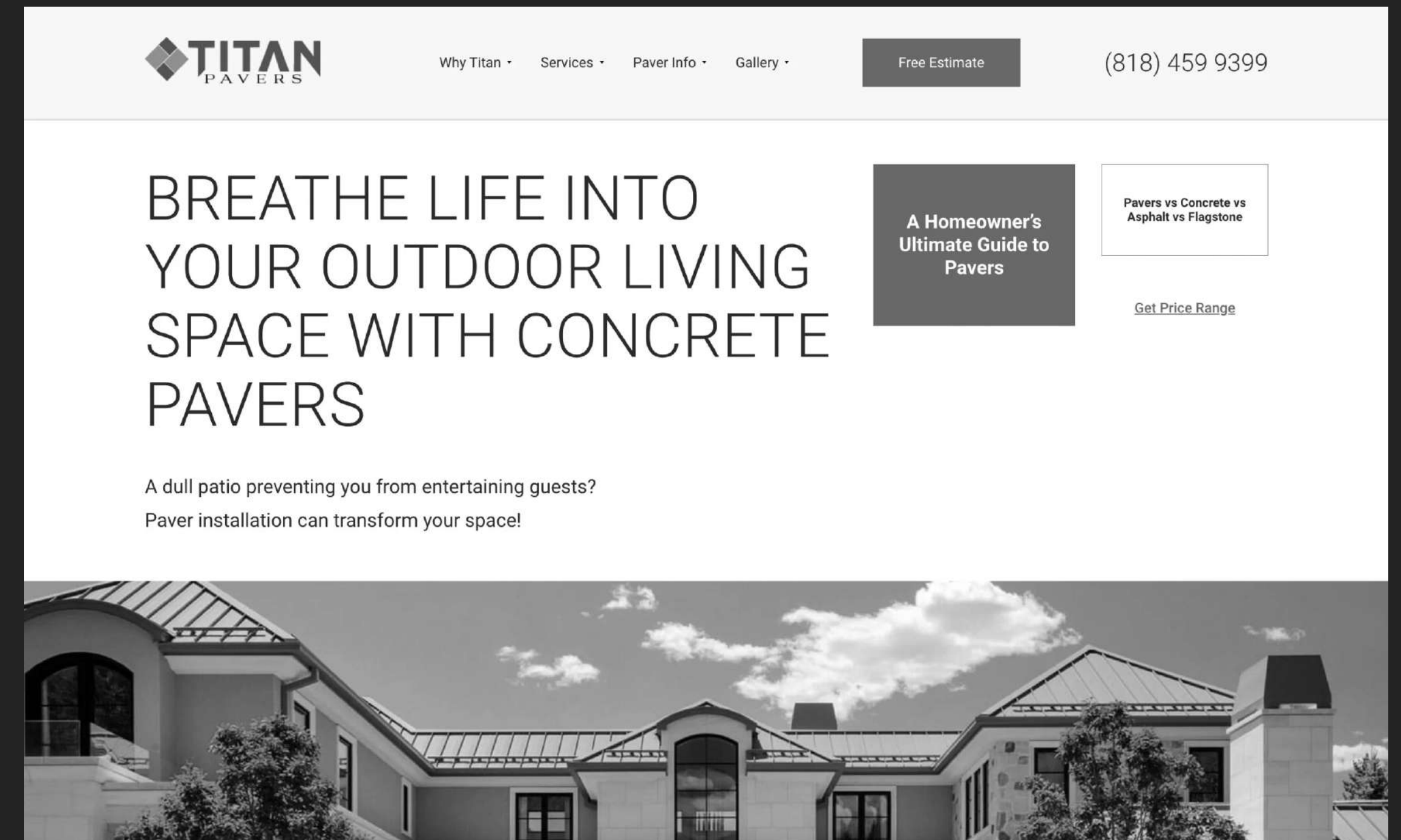
KEYWORD RESEARCH

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.

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.

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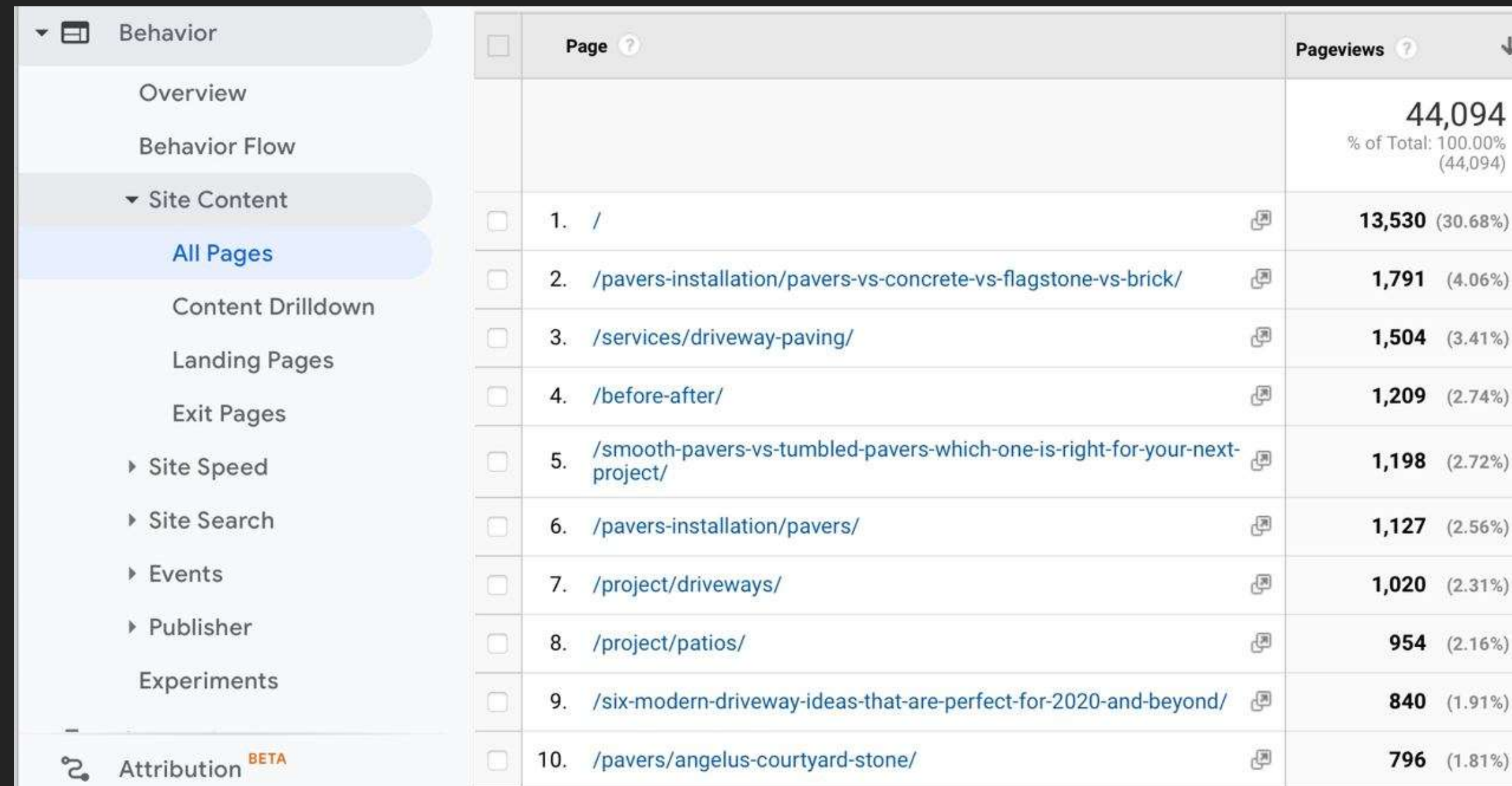
A few-level site structure is typically best for SEO because it's easier for Google's bots to crawl and people to understand.

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

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.

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.
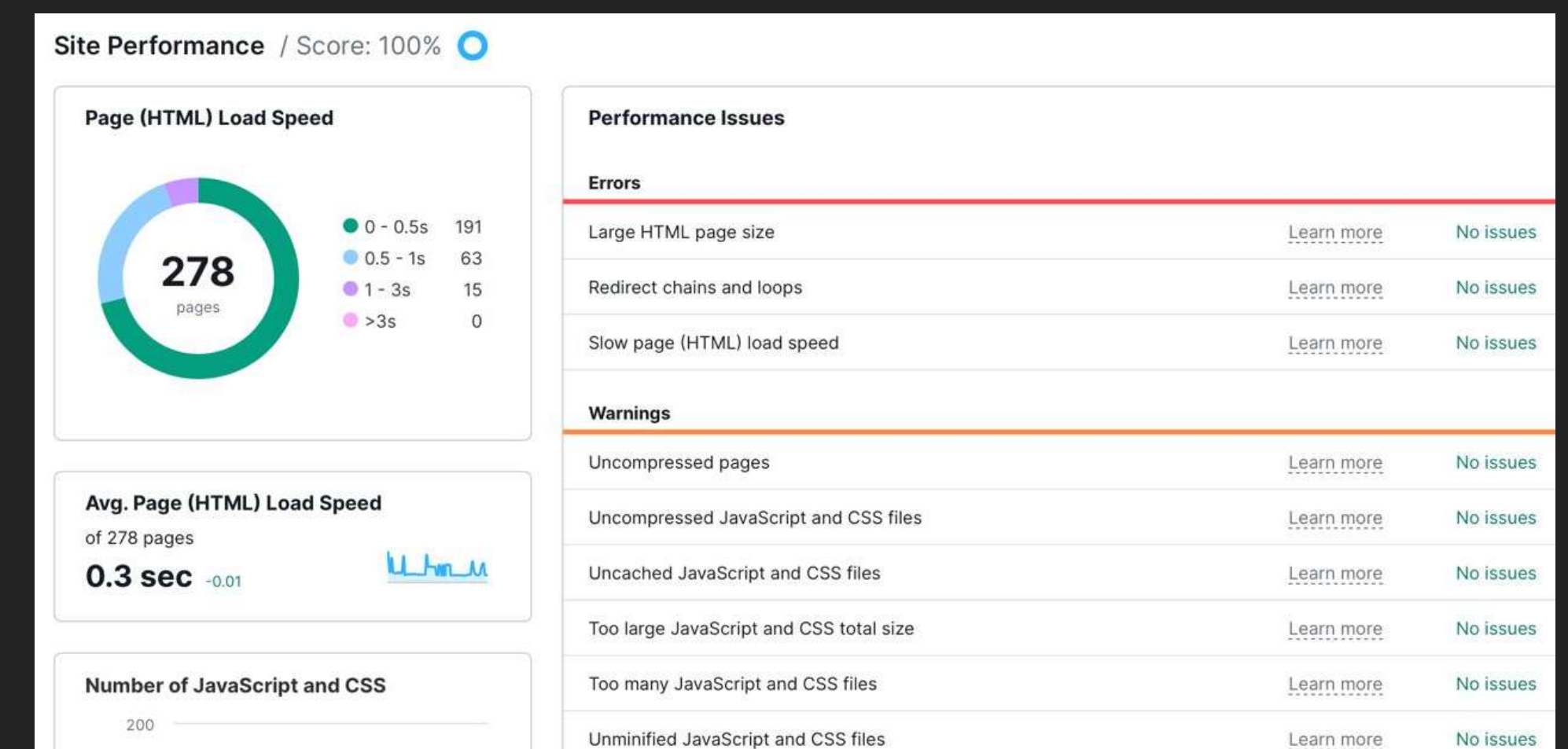
CONTENT MARKETING

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.