

RAPID RESULTS

ABOUT DIAMOND SOLUTIONS

Diamond Solutions, headquartered in Michigan, is a property maintenance and management firm. Its services include paving, parking lot maintenance, concrete work and plow services. Straight North was retained to implement SEO and PPC campaigns for its new website.

STRATEGY

When Straight North started with Diamond Solutions to implement an SEO campaign, the site was new and not generating many impressions or ranking for keywords. The site also had only one referring domain. Our primary goals:

- Drive traffic from users in need of commercial services
- Rank for long-tail queries related to paving and parking lot maintenance-related services
- Drive traffic from local service areas

KEY TACTICS

- Expanded and optimized content on the home page, service page, and four main subservice pages
- Improved internal and external linking
- Created a folder URL system to improve search engine crawlability and user experience
- Created location pages to drive more local traffic

RESULTS

MAKING GREAT FIRST IMPRESSIONS

Comparing April to May, we saw an 831 percent improvement in the number of impressions for which Diamond Solutions ranked. Keep in mind this is a brand new site, so this was very quick improvement!

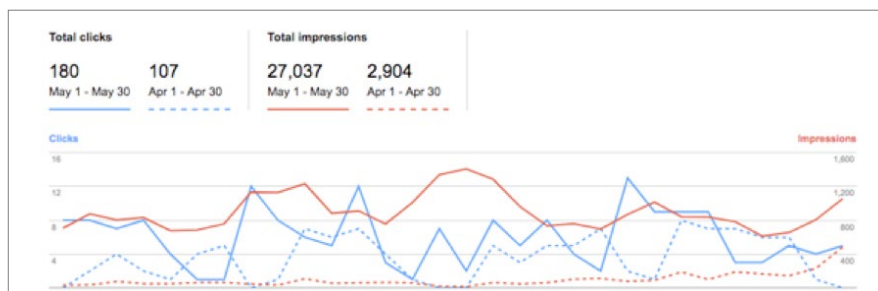
TRAFFIC IS TERRIFIC

We have produced a 55 percent improvement in organic traffic in the first two months of the campaign.

AMAZING FACT

SEO AND PPC WORKING TOGETHER

In just four months we have driven 74 validated leads through SEO and PPC, with high six-figure revenue potential.



“New business opportunities are soaring as a result of Straight North’s efforts.”

Parker Perrien, CEO
DIAMOND SOLUTIONS

