

Home Builder Tracks Success to SEO Strategy

CUSTOM HOME BUILDERS IN AUSTIN AND CENTRAL TEXAS



“We are happy that within our initial contract term, we have received several extremely viable leads, directly traced to Straight North’s SEO work. Shout out to the SN team for the excellent progress!”

JEFF VASSAUR
OWNER

McKay Vassaur Custom Builders approached us seeking effective SEO services after previous disappointments with other agencies. After addressing initial concerns and aligning content with the client's goals and tone, we prioritized SEO over PPC, recognizing its better suitability for their objectives.

COLLABORATION

We focused on optimizing the client’s crucial landing pages while adapting to shifting priorities through multiple revisions. Additionally, we conducted link building activities, local citations, GBP optimization, and audits to proactively address any factors that could hinder SEO success.

BENEFITS

Impressed by our initial results, McKay Vassaur extended their contract without any gap. They witnessed immediate improvements in keyword rankings, organic traffic, and conversions, with the highest conversion numbers recorded in month seven.



- ▶ Organic traffic up **37%**
- ▶ Organic leads up **200%**

RESULTS

Our SEO efforts delivered significant keyword ranking improvements, particularly notable in month seven, where major improvements were observed. In month seven, all of the client's top five target keywords associated with two landing pages ranked within the top half of the SERP. Notably, we achieved a remarkable position change of 81 for one keyword.

CONCLUSION

By collaborating closely with McKay Vassaur, we successfully optimized their SEO performance. Our tailored approach and continuous monitoring yielded increased organic traffic, improved keyword rankings, and substantial conversions. The client's decision to extend the contract further validates the positive impact of our comprehensive SEO strategy.