

Building Local Search Visibility

for a Growing Design-Build Firm

OVERVIEW

A residential design-build renovation company serving the Greater Boston area had experienced significant growth and recently expanded into a second market. While the business had built a strong reputation through the quality of its work, its online visibility had not kept pace with its physical growth.

Over a 29-month engagement, our team implemented a focused SEO strategy designed to improve technical site performance, strengthen local search visibility, and increase discoverability across several high-value service areas.

29 mo

Engagement Length

64

Page-1 Rankings · Wellesley

+39%

Organic Click Growth

THE CHALLENGE

When the company initially reached out, leadership recognized a growing disconnect between the size of the business and its online presence.

The company had expanded substantially over several years and recently opened a second office location. Their goal was to improve visibility for high-intent search terms related to home renovation, remodeling, and design-build services throughout affluent communities north and west of Boston.

Like many established home service businesses, they weren't struggling with reputation or workmanship — they were struggling with **discoverability**. Their website needed to better support business growth, geographic expansion, and long-term visibility in competitive local markets.

THE APPROACH

Rather than pursuing a broad digital marketing strategy, the company elected to focus primarily on search engine optimization. The engagement included:

- Keyword research and competitor analysis
- Technical SEO improvements and site health remediation

- Metadata review and on-page content optimization
- Google Search Console monitoring
- Local SEO strategy and Google Business Profile support
- Geographic market targeting and position tracking
- Portfolio page enhancements and internal linking improvements
- Location-focused landing page development

One of the first discoveries was that the website's technical SEO foundation required attention before more aggressive growth initiatives could be pursued. Early work focused on improving site health, resolving technical issues, and ensuring search engines could effectively crawl and understand the site.

Once the foundation was strengthened, efforts shifted toward improving visibility in specific target communities aligned with the company's ideal client profile — Wellesley, Andover, North Andover, Reading, and North Reading.

RESULTS — TECHNICAL PERFORMANCE

Site health improved from the low-80% range into the 90%+ range and remained consistently strong throughout the engagement, providing a stable foundation for sustained search visibility growth.

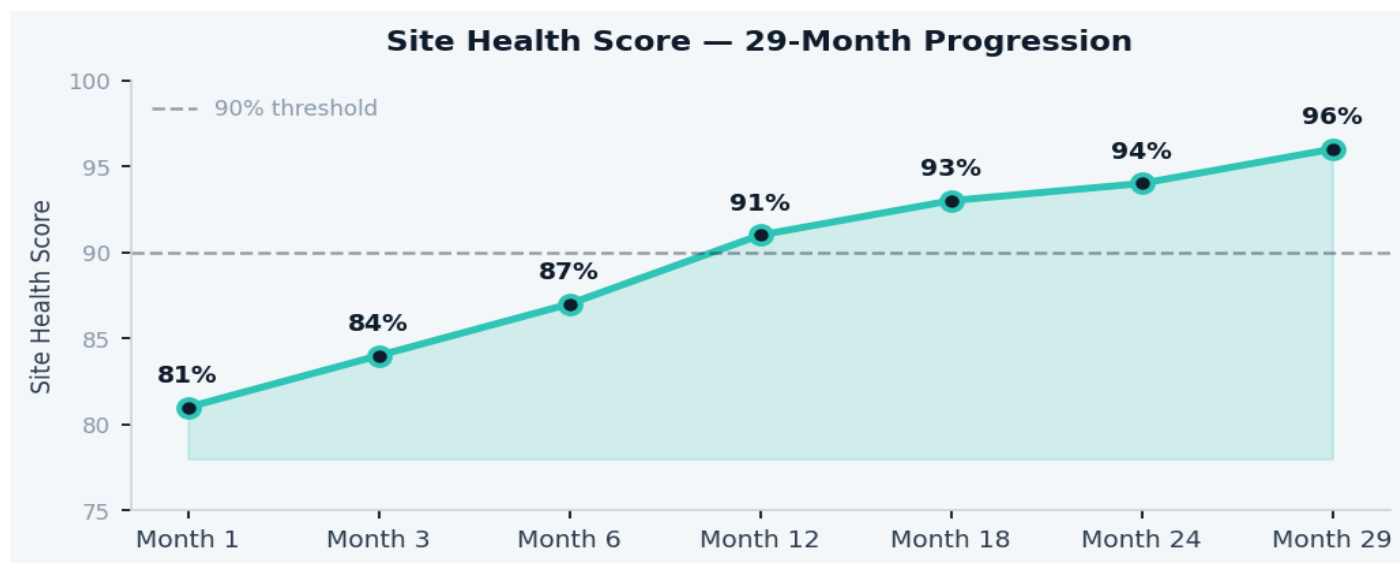


Figure 1 — Site health score progression across the 29-month engagement.

RESULTS — SEARCH VISIBILITY

The campaign generated meaningful improvements in local search rankings across multiple target markets. By late 2024, the company had established dominant page-one presence in every priority geography:

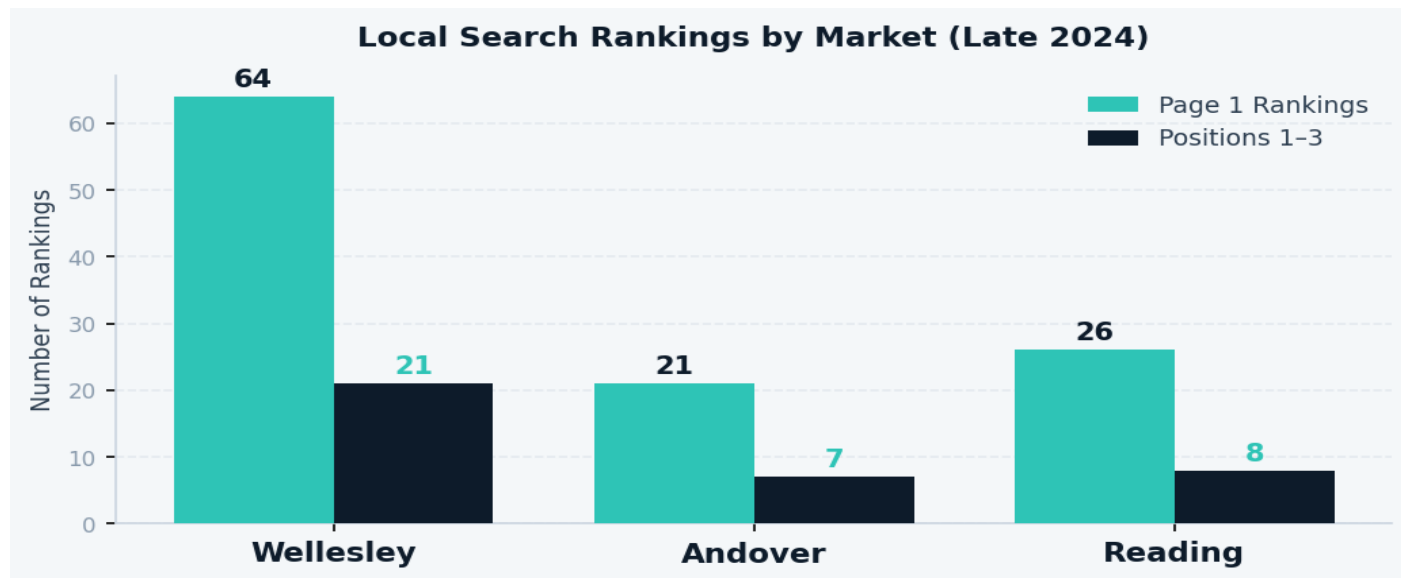


Figure 2 — Page-1 and top-3 local search rankings by target market, late 2024.

RESULTS — TRAFFIC GROWTH

Performance reporting showed continued growth in organic visibility and user engagement throughout the engagement. In one reporting period alone, organic clicks increased from 82 to 114 month-over-month — a **39% increase**.

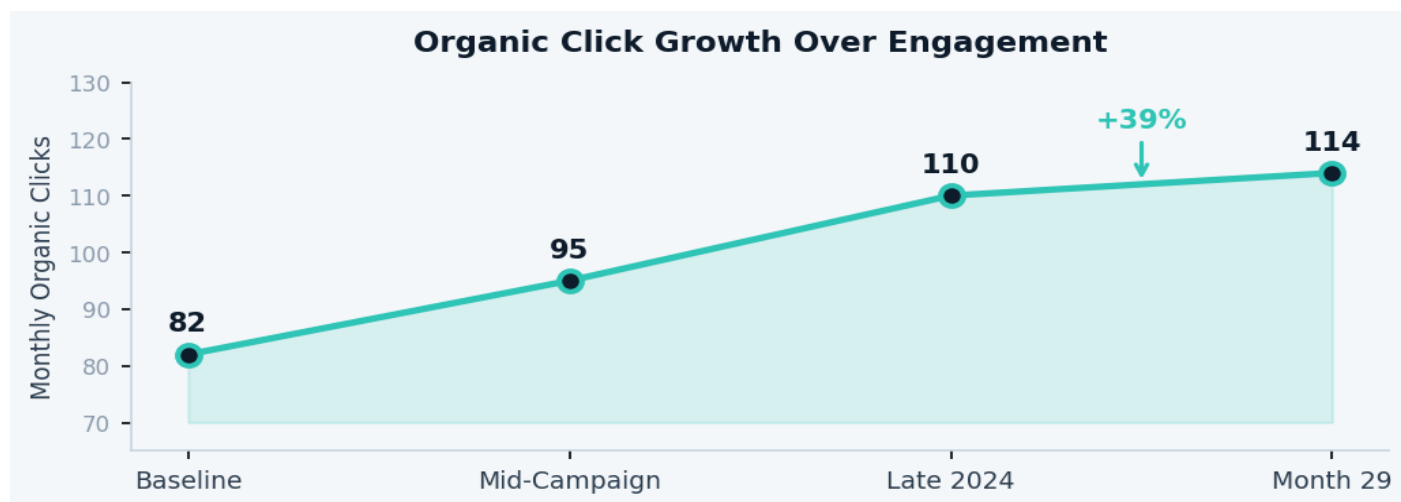


Figure 3 — Organic click growth trend across the engagement period.

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"I love it, progress looks great! Love to see the positive trends!"

— CLIENT FEEDBACK · DESIGN-BUILD RENOVATION, GREATER BOSTON

LONG-TERM MOMENTUM

As the campaign matured, the focus expanded beyond traditional SEO activities to include enhanced internal linking, portfolio optimization, and AI-search readiness improvements. The result was a more discoverable digital presence aligned with the company's expanded market footprint.

KEY TAKEAWAY

This engagement reinforced a lesson we frequently see among growing home service businesses: **the problem is not always a lack of demand.**

Sometimes the business has already grown, expanded, and established a strong reputation. The challenge is making sure online visibility catches up with that growth.

Through a disciplined SEO strategy focused on technical performance, local search visibility, and geographic targeting, this design-build firm strengthened its presence in the communities most important to its continued growth.

The result wasn't simply better rankings — it was **improved discoverability in the markets where the business wanted to win.**

Ready to grow your local search presence?

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