



CASE STUDY

Website and SEO project for
Pro Concrete & Construction

OVERVIEW

Pro Concrete & Construction is a local construction company based in the greater Cleveland, OH, region specializing in residential and commercial customers.



BACKGROUND

Pro Concrete & Construction is a veteran-owned and operated company specializing in high-quality concrete and construction services. While the business had grown substantially from word-of-mouth referrals, the owners recognized the need to enhance their **online presence** to attract even more qualified leads and sustain growth.

A key challenge for the company was **seasonal fluctuations** due to weather-dependent services. To address this, they introduced **winter-friendly service options** and sought to drive more website traffic during slower months. Their goal was to leverage SEO to **improve visibility, generate consistent leads year-round, and reduce reliance on seasonal demand.**

CHALLENGES

Despite having a great reputation for quality work, Pro Concrete's & Construction struggled to reach their target audience online. Their website had low traffic, and their conversion rate was below expectations.

Target Audience

Pro Concrete & Construction's customers are primarily middle-to-upper-class homeowners (ages 35-75), commercial property owners, and luxury home builders in Greater Cleveland. They live in affluent neighborhoods or own high-end properties, prioritizing quality, durability, and aesthetics in their investments.

Low Traffic

Pro Concrete & Construction faced challenges with low website traffic, leading to fewer leads, limited brand visibility, and increased seasonal revenue fluctuations. With a strong local market, competitors were attracting potential customers, making it harder to stand out. The lack of online engagement further reduced inquiries and project opportunities, highlighting the need for a targeted SEO strategy to drive consistent traffic and generate high-quality leads year-round.

Conversion

Pro Concrete & Construction struggled with low-quality leads online, resulting in wasted time on unqualified inquiries and fewer conversions. Without targeted visibility, the website attracted visitors who weren't the right fit, making it harder to secure high-value residential and commercial projects. A refined SEO strategy was needed to attract qualified, high-intent customers looking for premium concrete solutions.

SOLUTIONS

We devised a comprehensive digital marketing strategy for Pro Concrete & Construction which included SEO optimization, a targeted PPC campaign, and a revamp of their website.

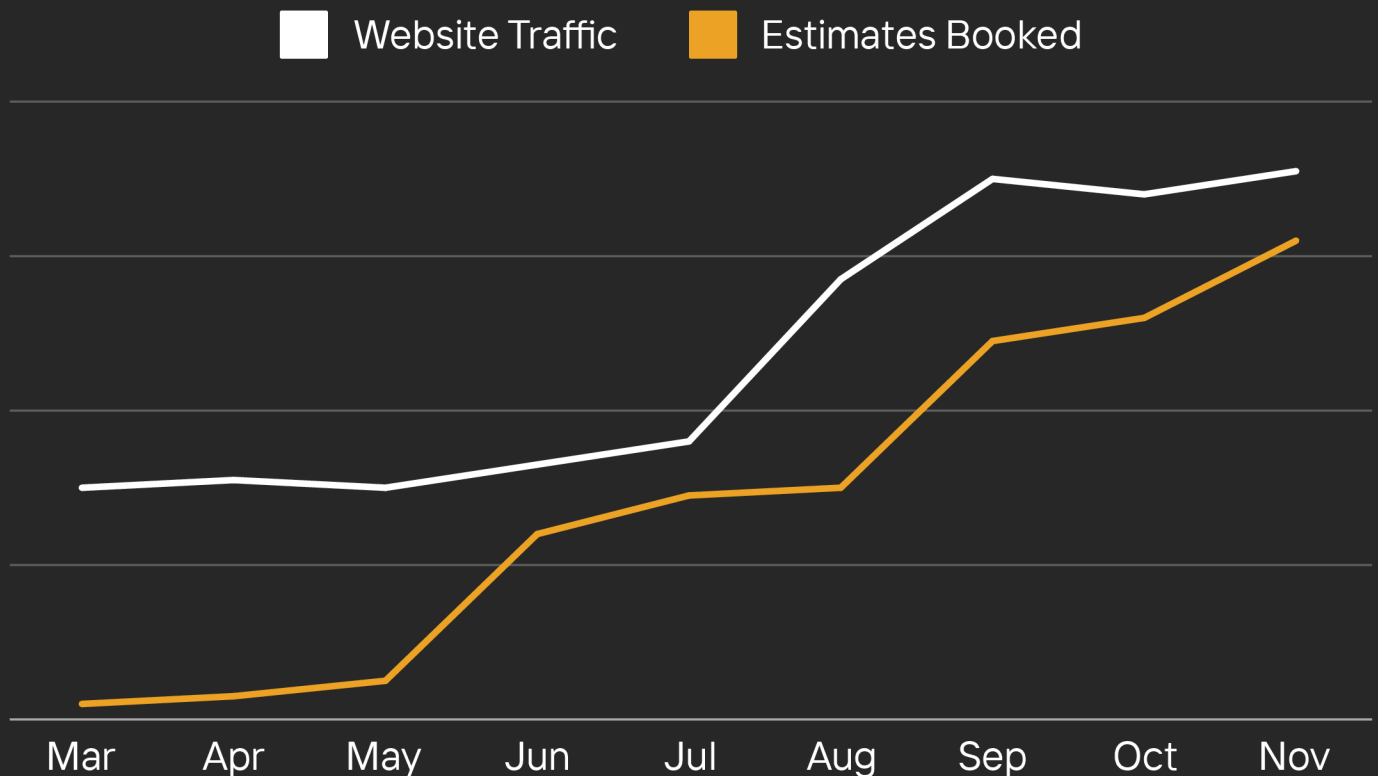
STRATEGY

We conducted in-depth keyword research to identify search terms used by homeowners, businesses, and builders in Greater Cleveland looking for high-end concrete services. Optimizing service pages, metadata, and headings with these keywords helped improve rankings. Additionally, local SEO enhancements—including Google Business Profile optimization, local citations, and location-specific content—boosted visibility in nearby searches. A content marketing strategy featuring blog posts, FAQs, and case studies positioned the company as an industry authority while increasing organic traffic.

We redesigned the website for a better user experience, faster load times, and mobile responsiveness. Clearer service pages, strong calls to action, and an improved estimate request form streamlined the conversion process. These combined efforts led to an 82% increase in traffic and a 226% rise in estimates booked in 8 months.

RESULTS

Our hard work paid off with a 82% increase in website traffic and an impressive 226% boost in conversion (estimates scheduled) by November 2024.



From March to November 2024, Pro Concrete & Construction saw significant online growth, with an 82% increase in website traffic and a 226% increase in estimates booked. By implementing a targeted SEO strategy, they attracted more qualified leads, improved search visibility, and converted more visitors into potential clients, helping to drive consistent business even during slower seasons.

CLIENT FEEDBACK

TESTIMONIAL

"When we partnered OPEX Collective, we knew we were in good hands, but we didn't anticipate the extent of the success we would achieve. We were grappling with low website traffic and a disappointing conversion rate, not realizing the full potential of our product in the market. Their team came in with a clear, well-thought-out strategy covering SEO optimization, a targeted PPC campaign, and a much-needed overhaul of our social media presence.

The results speak for themselves — a 82% increase in traffic, a 50% boost in visits, and an incredible 226% rise in our estimates booked. I wholeheartedly recommend their services to any business looking to revamp their digital marketing strategy and see real, quantifiable results."

CODY BENNINGTON
CO-OWNER OF PRO CONCRETE & CONSTRUCTION

THANK YOU!

Inspired by Pro Concrete's success story?
Get in touch with us to start your journey
toward outstanding results.

CONTACT

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