





SEO & Web Design Case Study

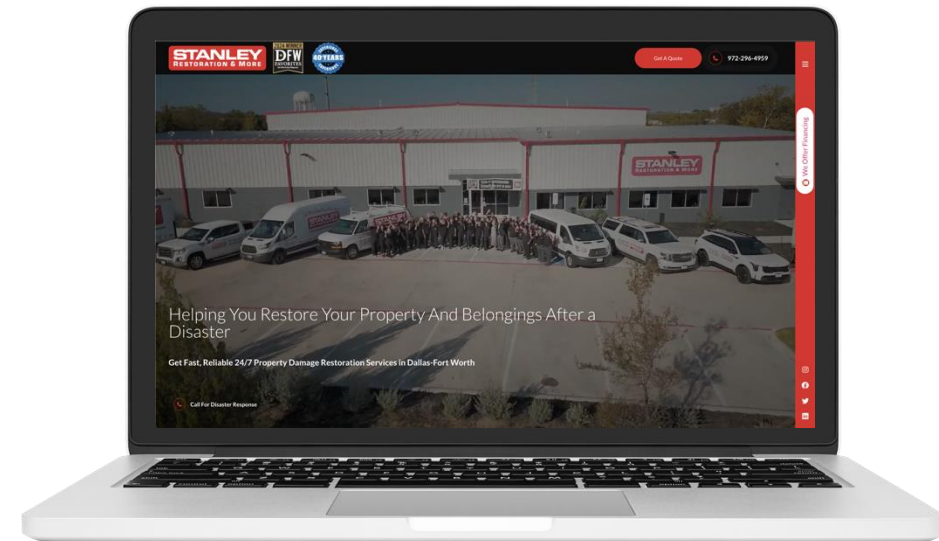
# Stanley Restoration

Wajahat Saeed  
Q4 2024

# Hero graphic

The original landing page design was basic and lacked any unique qualities to help the brand stand out.

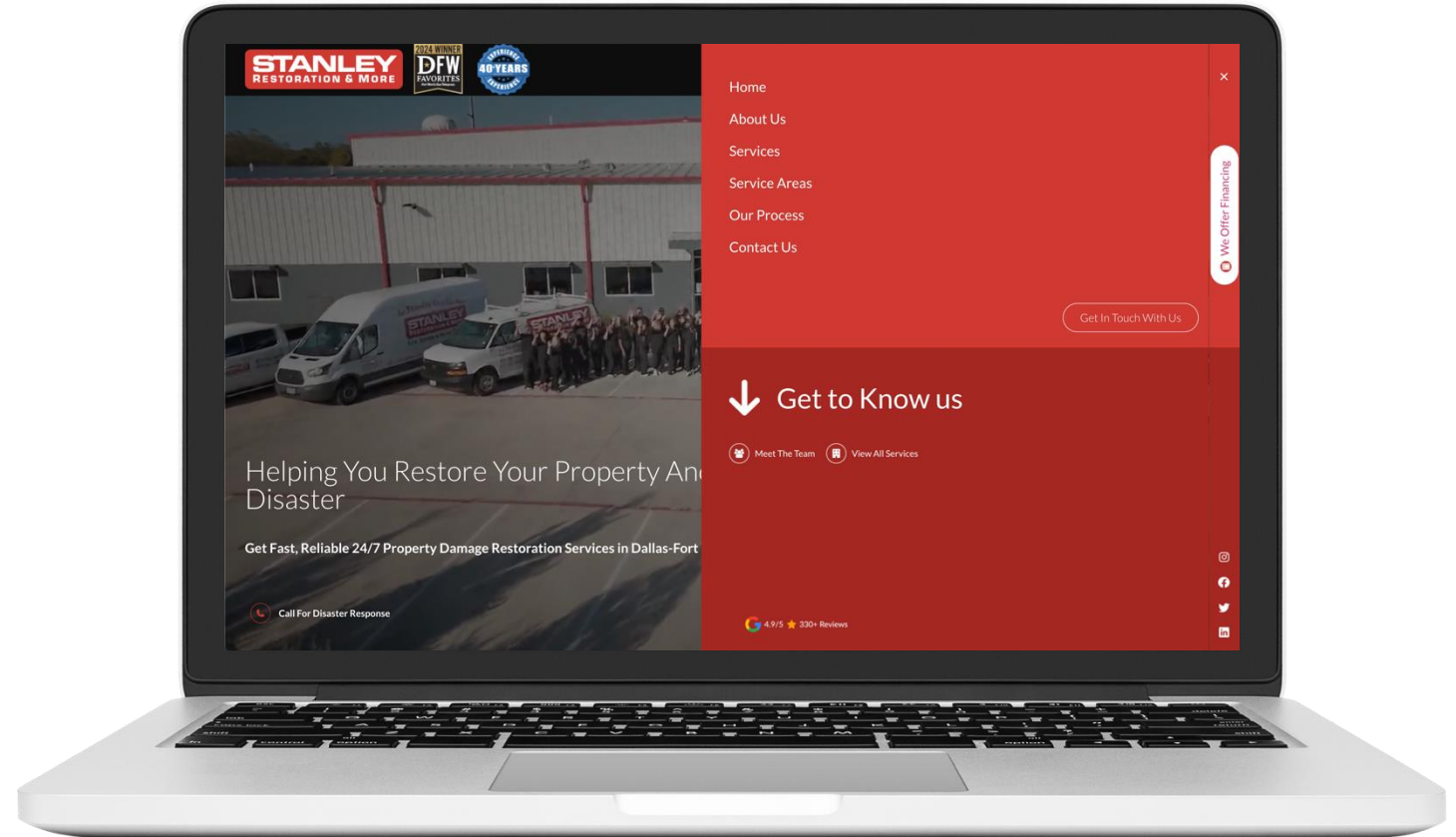
Our refresh included the addition of a custom hero video to capture attention and visually express the company's value proposition. Call to actions were also updated with stronger, more direct messaging.



# Menu navigation

The site navigation's generic layout was missing opportunities to boost SEO and increase trust. We moved its location from the top of the page to the far right to give it a unique feel in hopes of encouraging exploration.

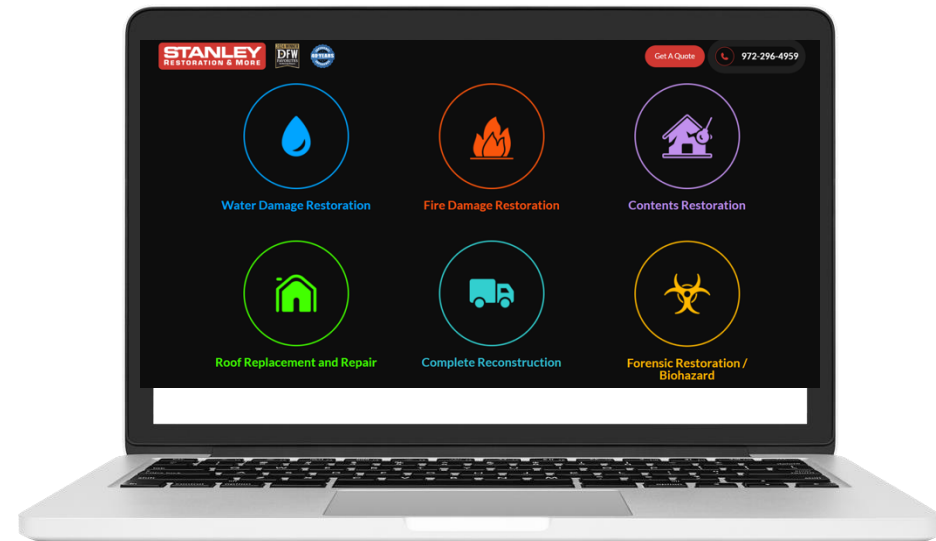
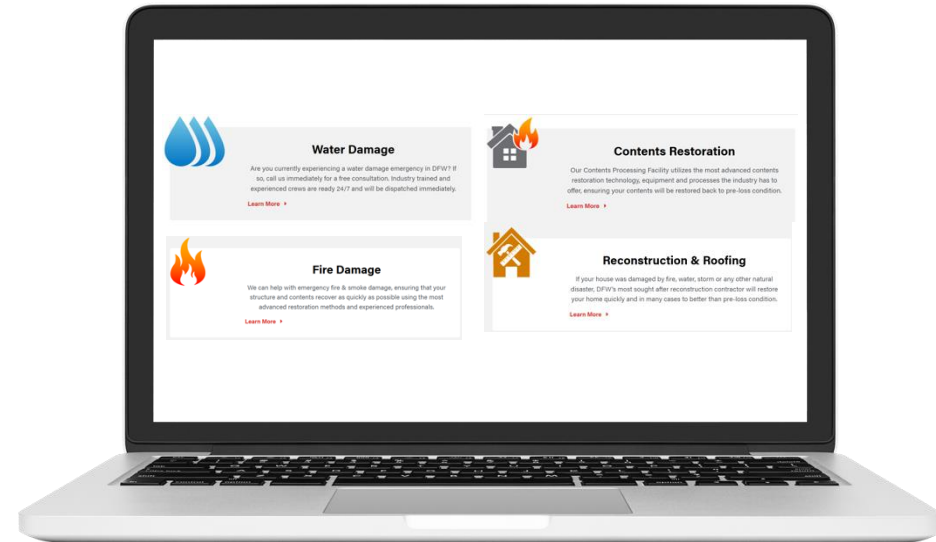
The menu structure was reorganized to include a Service Area page. We removed the Reviews page and focused on a live Google Review counter anchored to the bottom of the menu. Social media links were added as well as a “Get to Know Us” section with quick links to the team and services pages.



# Service CTA

The service section was wordy and occupied a large chunk of real estate on the page.

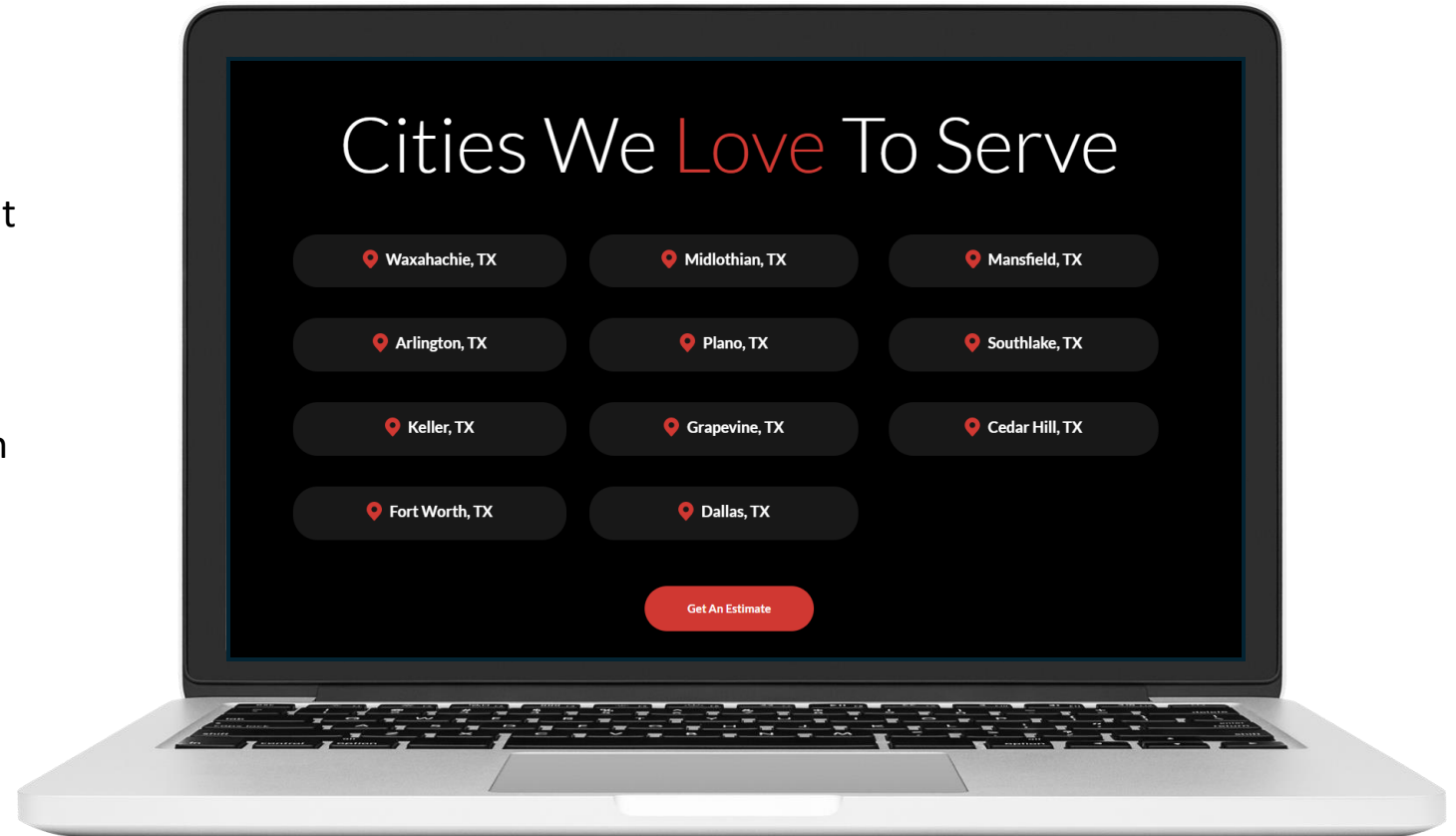
Our update simplified this area to an icon and title per service. This allowed us to stylize the section to make it more visually engaging and easier to digest at first glance.



# Service areas

The site was lacking a service area section on the landing page, an omission that was severely limiting their reach. The only mention of service areas was buried deep within the site to a point where it was not boosting SEO.

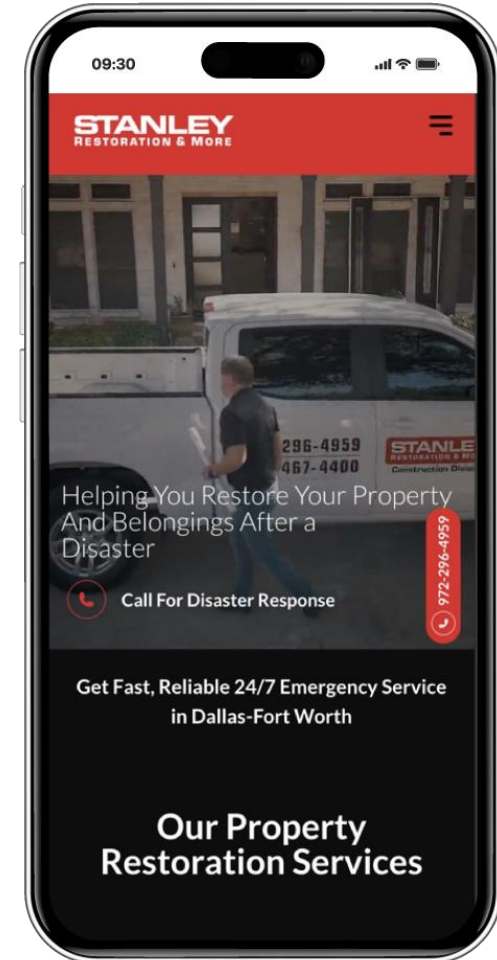
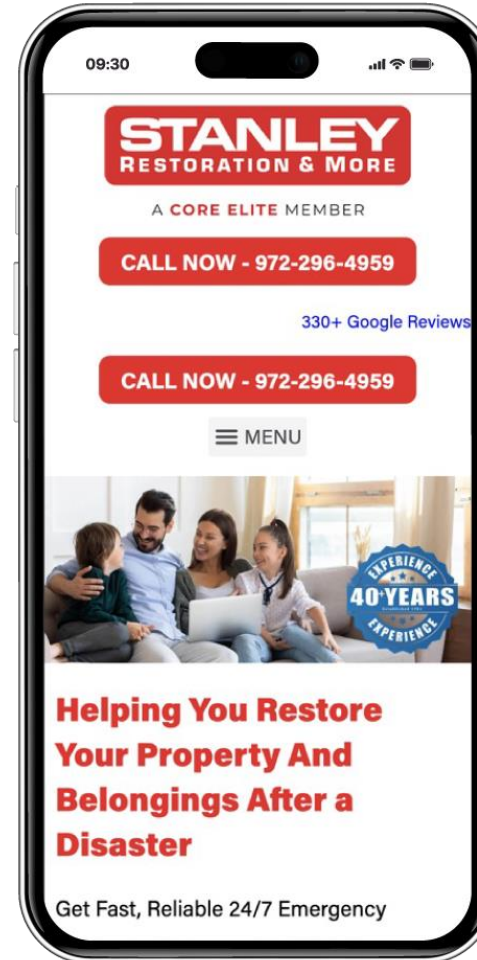
The simple addition of clearly listed counties and/or cities the company serves helps increase the chance that the company will appear higher in searches when potential clients include their location in their search terms, which is common practice.





# Mobile optimization

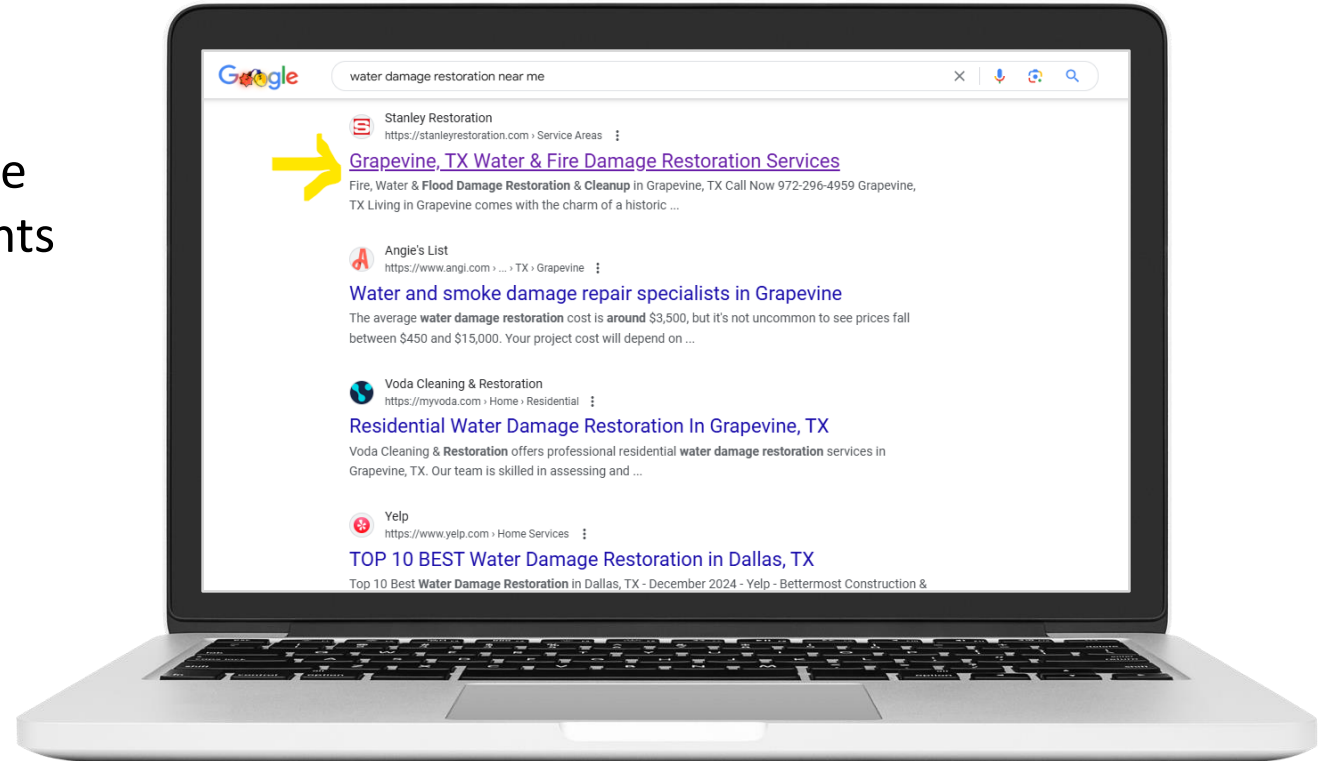
The original site was not designed responsively. This created issues when navigating on a mobile device. The site was missing out on CTA opportunities like the addition on an ever present “Contact Us Now” button to help capture more opportunities to engage the visitor.



# Localization results

Our focus on updated UX/UI, the addition of individual service area pages, and keyword optimization is already seeing results. The website now ranks for no.1 or on the first page for residents in **Grapevine, TX** for:

- *“water damage restoration near me”*
- *“water mitigation near me”*
- *“water damage repairs near me”*
- *“fire damage repair near me”*

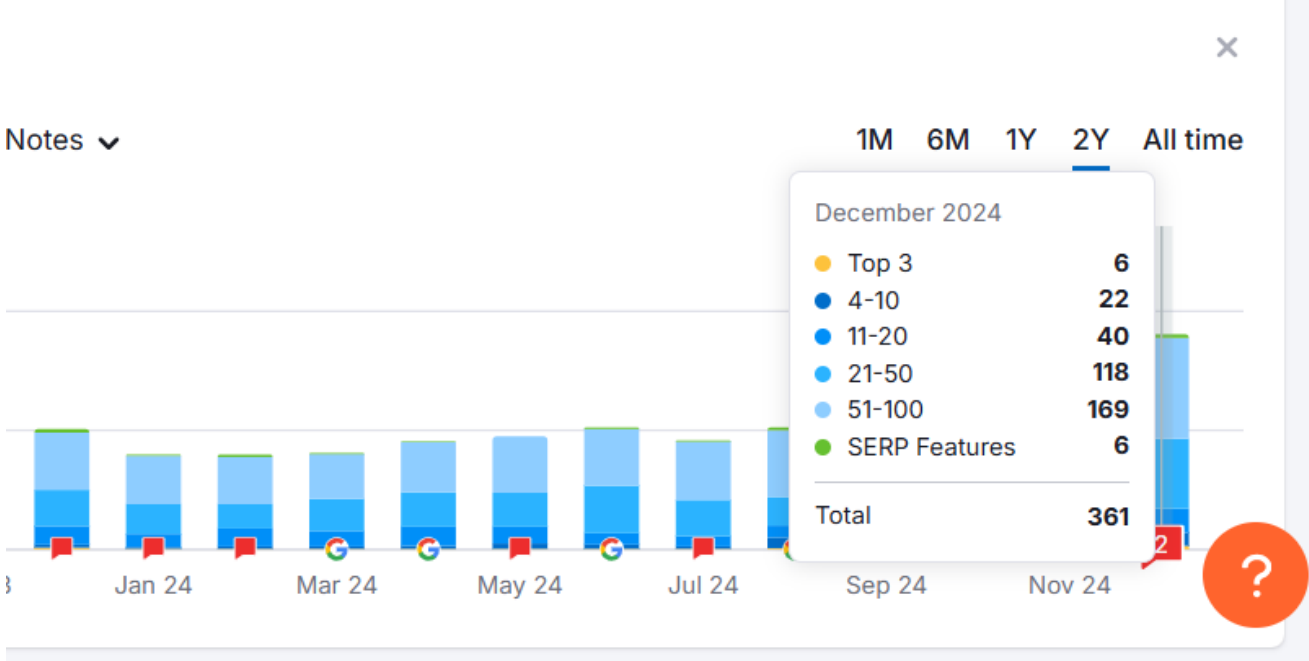




# Keyword ranking

The chart shows before and after our keyword optimization. Prior to our updates, keywords work ranking at ... After the changes, the website now ranks...

Page 1 Ranking: Increased X%





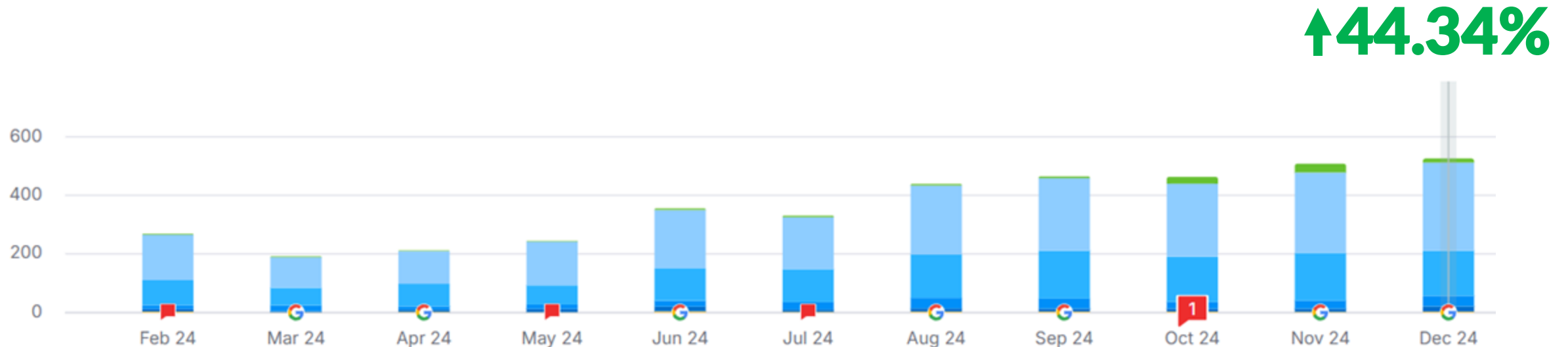
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# Property Craft

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Q1 2025

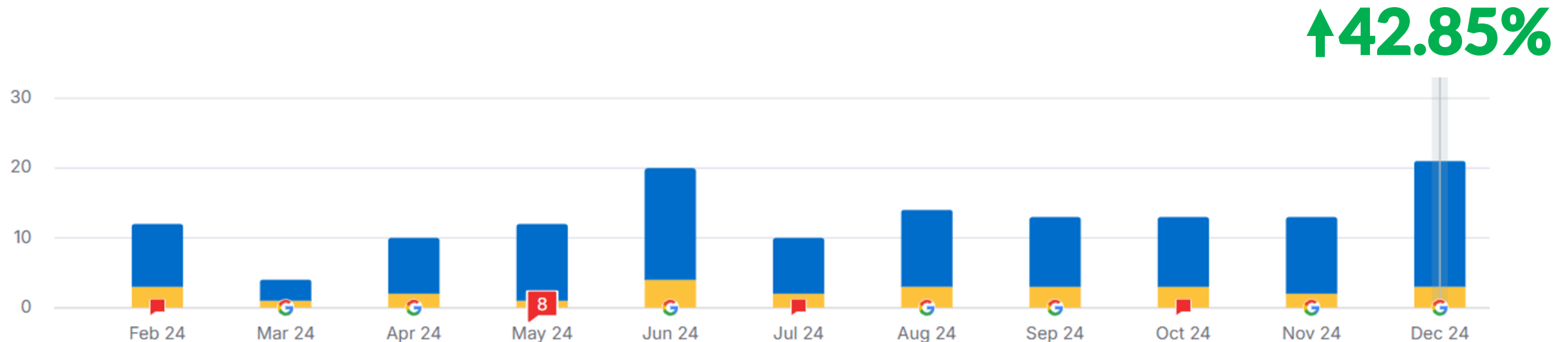
# Total Keyword Growth

CORE took over keyword optimization in **February 2024**. Over a 10 Month period the website experienced a 44.34% Increase in Total SEO Keywords.



# 1<sup>st</sup> Page of Google Keyword Growth

Between **February 2024** and **December 2025**, the website experienced a 42.85% Increase in total SEO keywords on the 1<sup>st</sup> page of Google Search.



# Website Traffic Growth

Between **February 2024** and **December 2024**, the website's organic traffic increased 82%.





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# Mr. Restore

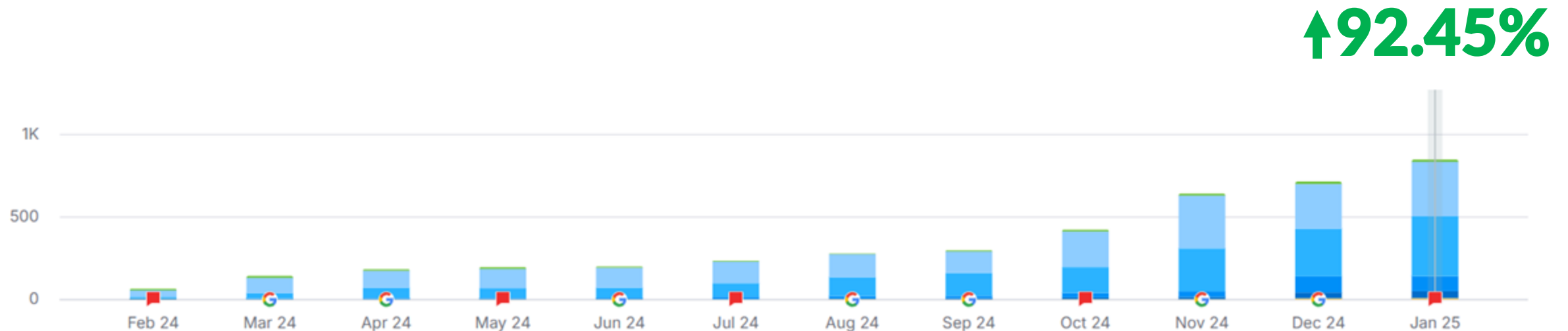
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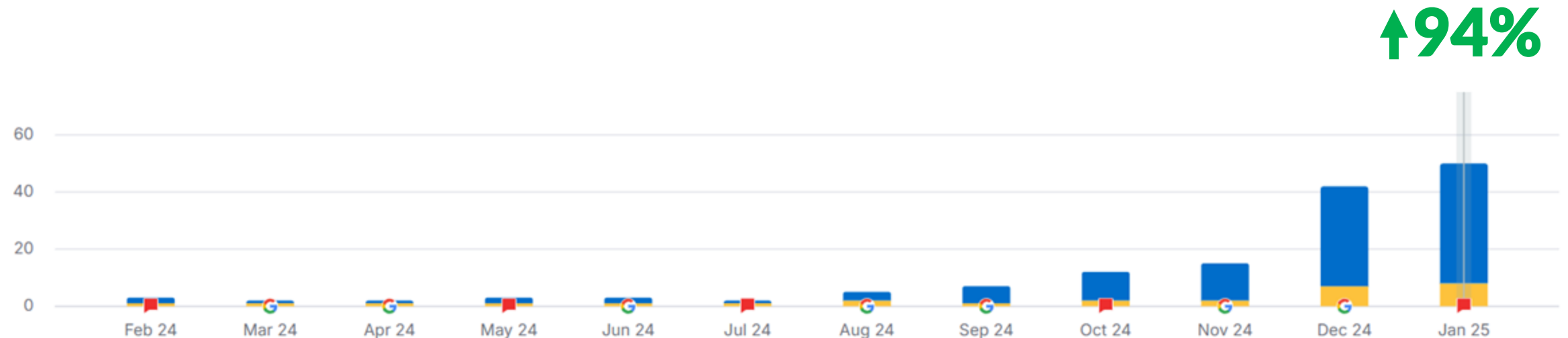
# Total Keyword Growth

CORE took over keyword optimization in **January 2024**. Over a 12 Month period the website experienced a **92.45% Increase** in Total SEO Keywords.



# 1<sup>st</sup> Page of Google Keyword Growth

Between **February 2024** and **January 2025**, the website experienced a **94% Increase** in total SEO keywords on the 1<sup>st</sup> page of Google Search.



# Website Traffic Growth

Between **February 2024** and **January 2025**, the website's organic traffic increased **86.36%**.

