



Local SEO brings hundreds of new clients to Ideal Fence

Ideal Fence is an established Ottawa-based business specializing in many different types of quality fence installations. The company already had a strong local reputation and wanted to improve its online visibility. Using a combination of Local SEO and Digital PR, Ideal Fence rose to the top of Google.

The Challenge

Providing quality services earned Ideal Fence a great local reputation. However, they faced strong competition in the industry and needed to improve brand visibility and on-page user experience to optimize for SEO and increase lead generation efforts.

The Approach

seoplus+ implemented a localized SEO strategy that included on-site optimizations, backlink building, and content development. We focused on ranking for various high-volume keywords relevant to residential and commercial fence services in the Ottawa area. We optimized the website to improve user experience and conversion rates and developed an on-going content plan to communicate their expertise in the industry.

The Results

During their peak season, from April 2020 to July 2020, website visits increased by 139% and lead submissions increased by 189% compared to the year before.

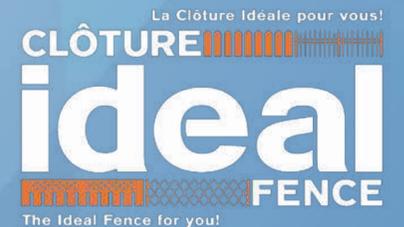
In a competitive industry, we were able to get them ahead of the competition and increase their website sessions + leads YoY by focusing on local organic search tactics. We enhanced the look and feel of the website and created dedicated SEO content for their various services, allowing them to gain more exposure in search results and drive more website engagement.

"We could not be happier with the services received from seoplus+. Their input on search engine optimization and digital marketing has driven our brand faster than we expected. Their expertise in managing our PPC advertising dollars consistently guarantees a return on investment we could not achieve otherwise!"

- Francis Côté, Sales Manager,
Ideal Fence

2nd

On Google for
ultra-competitive
keyword



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seoplus+