

How We Helped a Philadelphia Contractor Triple Their Leads (Case Study)

It's one thing to claim you are the **best SEO company in Philadelphia**; it's another thing to prove it. At Philly SEO Pro, we let our results do the talking. Today, we are sharing the success story of a local roofing contractor (let's call them "Philly Roof Masters") who was struggling to keep their crews busy despite offering top-tier service and having been in business for 20 years.

The Problem Philly Roof Masters had a website, but it was a digital ghost town. They relied almost entirely on word-of-mouth referrals and expensive, low-conversion leads from third-party aggregators like HomeAdvisor and Angi.

- **Traffic:** Less than 200 organic visitors/month.
- **Rankings:** Stuck on Page 4 for "roofing contractor Philadelphia."
- **The Pain Point:** They were paying \$50-\$100 per lead for shared leads that five other roofers were also calling. They wanted to own their lead generation.

The Audit Our team at Philly SEO Pro conducted a deep-dive audit. We found three critical issues:

1. **Technical Errors:** Their site was slow, not secure (HTTP instead of HTTPS), and not mobile-friendly.
2. **Content Gaps:** Their service pages were thin, with only a paragraph of text describing their services.

3. **No Local Signal:** Their Google Business Profile was unverified, had outdated hours, and had zero reviews despite hundreds of happy customers.

The Strategy We implemented a 6-month aggressive Local SEO plan tailored to the Philadelphia market.

1. **Website Overhaul:** We rebuilt their site on a fast, mobile-responsive framework. We created dedicated pages for each specific service (e.g., "Flat Roof Repair," "Slate Roofing," "Emergency Leak Fix").
2. **Hyper-Local Content:** We wrote location-specific pages targeting key neighborhoods they wanted to work in, like Fishtown, Northern Liberties, and South Philly. We answered common customer questions in a new blog section, such as "How much does a new roof cost in Philly?"
3. **Reputation Management:** We set up an automated SMS campaign to ask happy customers for Google reviews immediately after a job was finished.

The Results (6 Months Later) The transformation was undeniable.

- **Traffic:** Increased to 1,500+ organic visitors/month.
- **Rankings:** Hit #1 for "Emergency Roof Repair Philadelphia" and #2 for "Roofer Near Me."
- **Leads:** They went from 5 qualified leads/month to over 40 qualified phone calls per month directly from Google.
- **ROI:** They cut their HomeAdvisor budget to zero and hired a new crew to handle the influx of work.

Why This Matters for You This wasn't magic; it was engineering. We applied proven SEO principles tailored to the Philadelphia construction market. If you are a contractor tired of buying

shared leads and fighting price wars, it's time to build your own lead generation machine.

Conclusion Your website should be your best salesperson. If it isn't bringing in jobs, it's broken. Contact Philly SEO Pro today to find out how we can replicate this success for your business.