



WEBOLOGY

What does SEO look like after a year of work? Pressure Washing Company SEO - A Case Study by Webology

This client does pressure washing, window cleaning, and gutter cleaning locally

Position Tracking: Overview (organic)

Campaign: Get Superior Cleaning
Tracking URL: getsuperiorcleaning.com
Location: United States, Alabama, Birmingham
Device: desktop
Number of keywords: 47
Date range: 04 Apr 18 - 20 Jun 19
Tags: none
Filters: none
Local pack: Include local pack rankings
Top stories: Exclude top stories rankings

Estimated Traffic



Rankings Distribution

Domain	Visibility	Change
getsuperiorcleaning.com	13.65%	12.39%

Rankings in Top 3

Domain	Keywords	New	Improved	Lost	Declined
getsuperiorcleaning.com	1	1	1	0	0

Rankings in Top 10

Domain	Keywords	New	Improved	Lost	Declined
getsuperiorcleaning.com	44	40	44	0	0

Rankings in Top 20

Domain	Keywords	New	Improved	Lost	Declined
getsuperiorcleaning.com	47	36	47	0	0

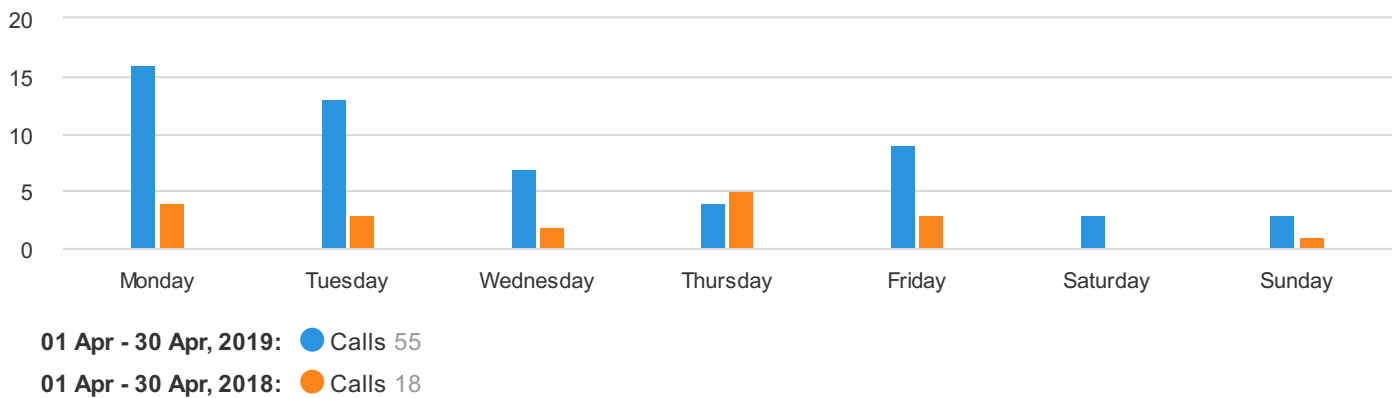
Rankings in Top 100

Domain	Keywords	New	Improved	Lost	Declined
getsuperiorcleaning.com	47	36	47	0	0

So, those are the vanity metrics...what about calls to the business?

Google My Business: Calls by Day of Week

Account: Blake Akers | Location: Superior Cleaning Service, LLC (113 David Green Rd., Suite B, Birmingham, 35244)



Keyword Rankings 1 - 47 (47)

Keyword	SERP Features	getsuperiorcleaning.com		CPC	Volume
		20 Jun ▲	Diff		
1. downspout cleaning and debris removal	📍 📷 📄 ⭐ 📄	1	+99	n/a	n/a
2. power washing service in birmingham al	📍 📷 ⭐ 📄 📄	4	+7	n/a	n/a
3. residential exterior cleaning services birmingham	📍 📷 📄 ⭐ 📄 📄	4	0	n/a	n/a
4. gutter cleaning service near me	📍 📄 ⭐ 📄	4	+10	n/a	10
5. patio cleaning service near me	📍 📄 ⭐ 📄 📄	4	+96	n/a	10
6. deck cleaning services near me	📍 ⭐ 📄	4	+11	n/a	10
7. house washing al birmingham	📍 📍 📍 📄 📄 ⭐ 📄 📄	4	+6	n/a	10

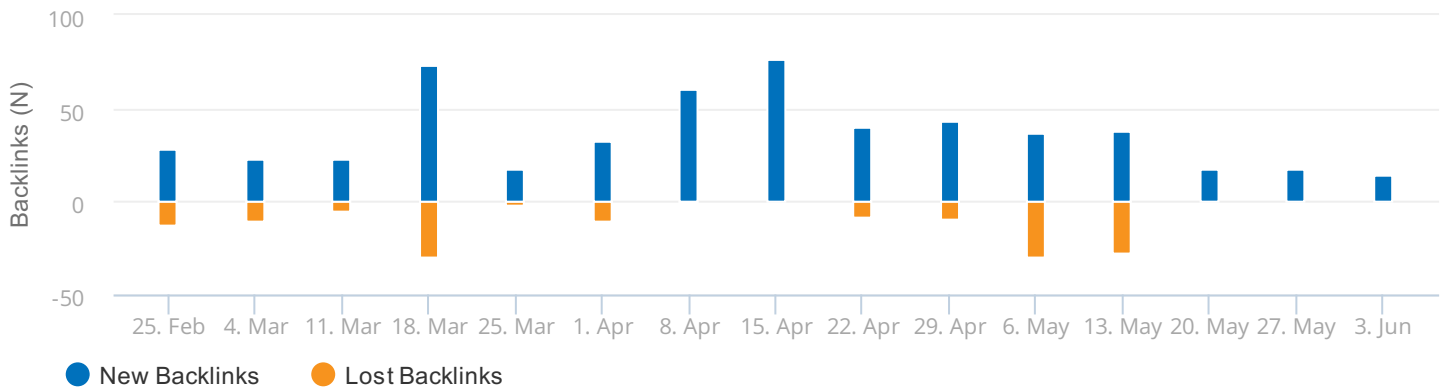
Keyword	SERP Features	getsuperiorcleaning.com		CPC	Volume
		20 Jun ▲	Diff		
8. deck pressure washing		5	+11	9.32	10
9. pressure washing homes exterior birmingham al		5	+4	n/a	n/a
10. commercial window washing		5	+2	n/a	10
11. gutter cleaning companies birmingham al		5	-1	n/a	n/a
12. commercial window cleaning services birmingham al		6	0	n/a	n/a
13. window washing services near me		6	+8	n/a	10
14. pressure washing birmingham al		6	0	5.08	50
15. stucco pressure washing birmingham al		6	+9	n/a	n/a
16. concrete pressure washing birmingham al		6	+11	n/a	n/a
17. house pressure washing services birmingham al		6	0	n/a	n/a
18. commercial pressure washing services birmingham al		6	+1	n/a	n/a
19. commercial building pressure washing birmingham al		6	+1	n/a	n/a
20. brick pressure washing birmingham al		6	+9	n/a	n/a
21. window washing companies near me		6	+6	n/a	10
22. window cleaning company		7	0	n/a	10
23. gutter cleaning service birmingham al		7	+2	n/a	10
24. gutter cleaning service		7	+1	25.01	10
25. commercial pressure washing al birmingham		7	+2	5.95	30
26. professional window cleaning services birmingham al		7	-1	n/a	n/a
27. gutter cleaning birmingham al		7	0	12.12	140
28. gutter and downspout cleaning near me		7	+4	n/a	n/a
29. residential pressure washing al birmingham		7	+2	2.69	10
30. window cleaning services near me		7	+10	n/a	10
31. window cleaning services birmingham al		7	+2	n/a	n/a
32. pressure washing company birmingham al		7	0	n/a	n/a

Keyword	SERP Features	getsuperiorcleaning.com		CPC	Volume
		20 Jun ▲	Diff		
33. window washing birmingham al	📍 📄 📄 ⭐ 📺 🔗 📄	7	+1	6.70	10
34. gutter cleaning service in birmingham al	📍 📄 📄 ⭐ 📺 🔗 📄	7	+6	n/a	10
35. window washing	📍 📄 📄 ⭐ 📺 🔗	8	0	4.29	10
36. pressure cleaning	📍 📄 📄 📄 📄 📄 ⭐ 🔗 📄	8	+1	n/a	10
37. pressure washing cleaning services near me	📍 ⭐ 🔗	8	+3	n/a	n/a
38. residential pressure washing services near me	📍 📄 ⭐ 🔗 📄	8	+9	n/a	10
39. residential window cleaning services near me	📍 📄 ⭐ 📄	9	+6	n/a	n/a
40. pressure washing company	📍 📄 📄 📄 ⭐ 🔗	9	+6	n/a	10
41. fence pressure washing birmingham al	📍 📄 🔗 📄	9	+1	n/a	n/a
42. pressurewashing	📍 📄 📄 📄 📄 📄 ⭐ 📄	10	+6	6.65	50
43. pressure washing al pelham	📍 📄 📄 📄 📄 ⭐ 📄	10	+1	6.65	50
44. gutters and downspouts cleaning service	📍 📄 📄 📄 ⭐ 📄	10	+4	n/a	n/a
45. power washing services near me	📍 📄 ⭐ 🔗 📄	11	+4	n/a	10
46. gutter cleaning	📍 📄 ⭐ 📺 🔗	11	0	8.11	140
47. who does pressure washing in pelham al	📍 📄 📄 ⭐ 📺 🔗 📄	14	+1	n/a	n/a

What's the most important part of SEO for a pressure washing company? LINKS! LINKS! LINKS!

New & Lost Backlinks

www.getsuperiorcleaning.com | 3 Months



This client came to us a little over a year ago. Their site had been hacked, which resulted in a Google penalty. We designed a more modern site on a budget and worked to help them recover their lost rank. Over time, we were able to improve their organic position above what it was before the hacking incident. We'll continue to improve their local positioning so that over time the inbound leads continue to improve.