



FIVE STAR HARDWOOD FLOOR

CASE STUDY

Search Bergs' SEO efforts outlined the road to online success for Five Star Hardwood Floor.

The client witnessed a sharp spike in the overall organic traffic search, by a whopping 145.8 percent!

An Introduction To Five Star Hardwood Floor

Five Star Hardwood Floor provides hardwood flooring services in Seattle. Insured, bonded, and licensed, the company houses a professional team of trained flooring contractors that refinish and install hardwood floors.

With more than ten years in the industry, Five Star Hardwood Floor has a trail of five-star reviews and testimonials that have cultivated a strong reputation for the company for providing stellar customer service to its clients. Some of their primary services include:

- ✓ Wood Floor Installation
- ✓ Wood Floor Dustless Refinishing
- ✓ Wood Floor Repairs
- ✓ Wood Floor Recoating

They also provide services related to dustless refinishing, custom stairs, and hardwood recoating.

Assessing Marketing Shortcomings

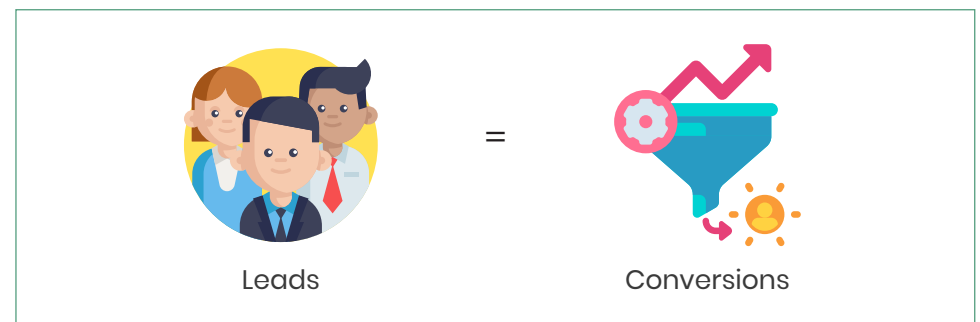
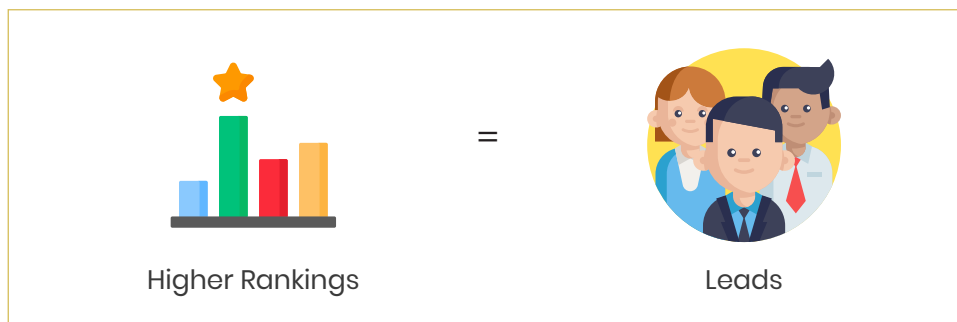
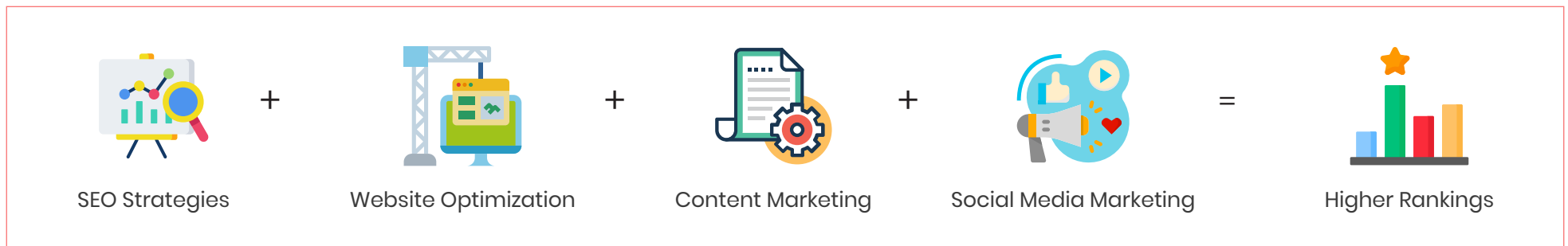
Despite their commitment to providing excellent customer service, Five Star Hardwood Floor was **struggling to attract the local customers in Seattle**. Even with a high-functioning and mobile-friendly website, the conversion rate was staggeringly low, and Five Star Hardwood Floor was concerned that their **business would go unnoticed** among competitors.

To **stand out in the eyes of its target audience** in Seattle and surrounding areas, Five Star Hardwood Floor needed someone to construct a **compelling web presence** for them—and that's when they got in touch with Search Berg.

The Game Plan

Our strategies revolved around combining SEO activities such as website optimization, social media marketing, keyword research, and content marketing activities, to increase rankings.

They wanted to rank their website higher for more leads, which would ultimately mean more conversions.



Planning For Success

The Search Berg Way!

Search Berg began its conceptualization process after conducting thorough market and competitor research to devise a comprehensive and effective SEO strategy.

We understood that customer base for Five Star Hardwood had a diverse range of goals—some clients sought same-day or emergency contracts and others were researching for a long-term flooring project. Hence, the digital marketing strategy should serve all their needs. Our strategy included:

- ✓ Website optimization to improve conversion rates and ROI
- ✓ A content marketing strategy to drive traffic to the website
- ✓ A social media marketing strategy to reach a broader customer base

The results? See for yourself!

Here's What We've Accomplished

Within a few weeks of putting our SEO campaign in action, the phones at Five Star Hardwood Floor reported more customer engagement than ever before!

This was primarily because Search Berg had quickly realized that Five Star Hardwood Floor's website wasn't merely a box to be checked—it offered much potential. We analyzed the website's effectiveness and leveraged it to help Five Star Hardwood Floor gain more business.

A Quick Look At Keyword Rankings

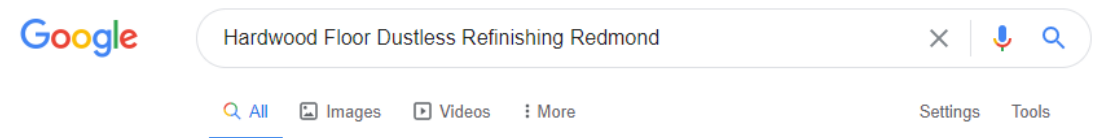
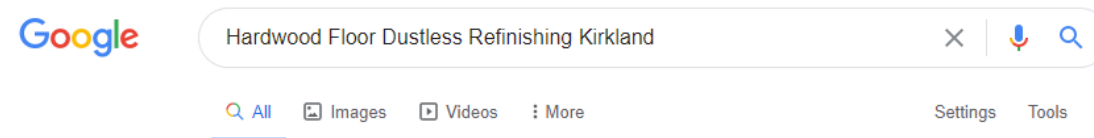
Industry-specific keywords were added to the content and it wasn't long before we were **ranking on the first page of Google search engine results for 15 keywords!**

S. No.	Keywords	Before SEO	After SEO
01	Dustless Refinishing Seattle	N/A	1
02	Hardwood Floor Dustless Refinishing Kirkland	N/A	1
03	Wood Floor Dustless Refinishing Seattle	1	1
04	Hardwood Floor Dustless Refinishing Redmond	N/A	1
05	Wood Floor Dustless Refinishing Redmond	N/A	1
06	Dustless Refinishing Redmond	N/A	1

Table 1: Keywords and rankings for Five Star Hardwood Floor

Top Ranking Keywords On Google

Here's a quick peek at how the high ranking keywords appear on Google's search results.



A Substantial Increase In The Overall Organic Traffic To The Website

Our monthly reports show that:

- ✓ Organic traffic to the website spiked by a whopping figure of **145.76 percent**—and that too, in just a matter of three months!
- ✓ Geo-specific traffic details showed that there was a **94 percent** increase in the traffic to the website from Seattle alone!
- ✓ Organic search also yielded **8 successful conversions**.

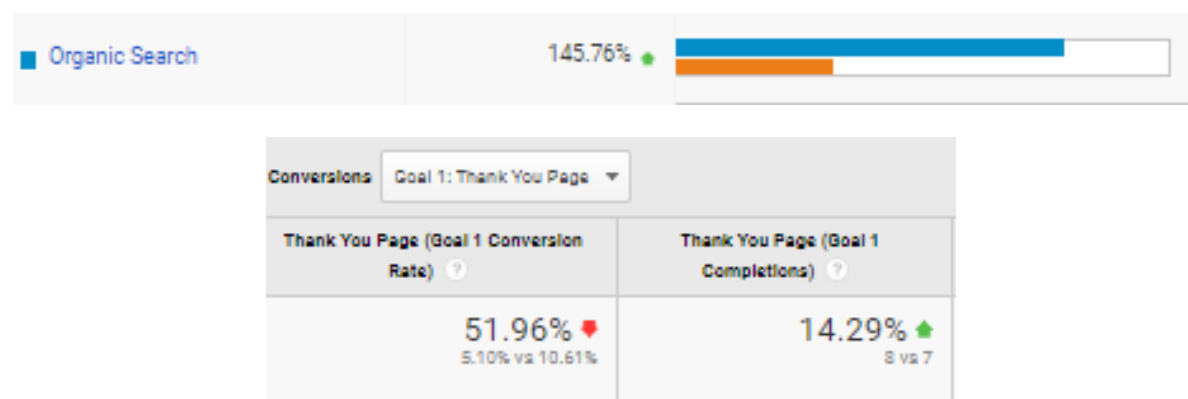


Figure 1: Organic traffic to the website between April 2020 and May 2020



Flooring Ideas for Indoor-Outdoor Living Spaces

Posted on April 15, 2020

If you have a nice view of the trees with birds chirping on them and a beautiful driveway that extends ahead, you need to make the most of outdoor spaces in your house. You don't want to lose out on sitting on your deck and enjoying your evening tea with a mesmeric view on good [Read More](#)



How to Disinfect Hardwood Floors to Beat COVID-19

Posted on April 7, 2020

According to the live updates shared on worldometer, the coronavirus case count has approximately reached 737,589 with 35,000 reported fatalities. These statistics show why COVID-19 is ranked among the deadliest pandemics that the world has seen throughout history.

Focusing On A Winning Content Marketing Strategy!

Our content marketing strategies also delivered immediate results for Five Star Hardwood Floor. Engaging, useful, easy-to-read, and attention-grabbing content is hard to ignore, and that's exactly what we created for Five Star Hardwood Floor through our [blogs](#) and articles.

The result? A **spike in the overall organic traffic** coming to their website!

A Result-Driven Social Marketing Strategy

One of the most prominent aspects of our SEO campaign was our social media marketing strategy that reached out to avid social media users from our targeted demographic. We leveraged the use of hashtags and useful posts on various social media platforms—and the phenomenal results spoke for themselves!

Improving Mobile Traffic

Our social media marketing campaign did wonders for the mobile traffic. Figure 2 shows:

- ✓ Mobile traffic to the website increased by **164 percent**
- ✓ The rate of new visitors to the website increased by **116.86 percent**
- ✓ The number of visitors who returned to the website went up to **40 percent**

Device Category ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
mobile			
04-Apr-2020 - 03-May-2020	66 (35.87%)	66 (36.67%)	76 (36.54%)
05-Mar-2020 - 03-Apr-2020	25 (28.74%)	24 (28.92%)	29 (28.16%)
% Change	164.00%	175.00%	162.07%

Figure 2: Mobile traffic details for the website between April 2020 and May 2020

Google My Business Insights For Local Listing

As seen in Figure 3 below, thanks to our Google My Business optimization services:

- ✓ **272 customers** found the website through local listings on Google
- ✓ And **16 customers** found the website through Maps!

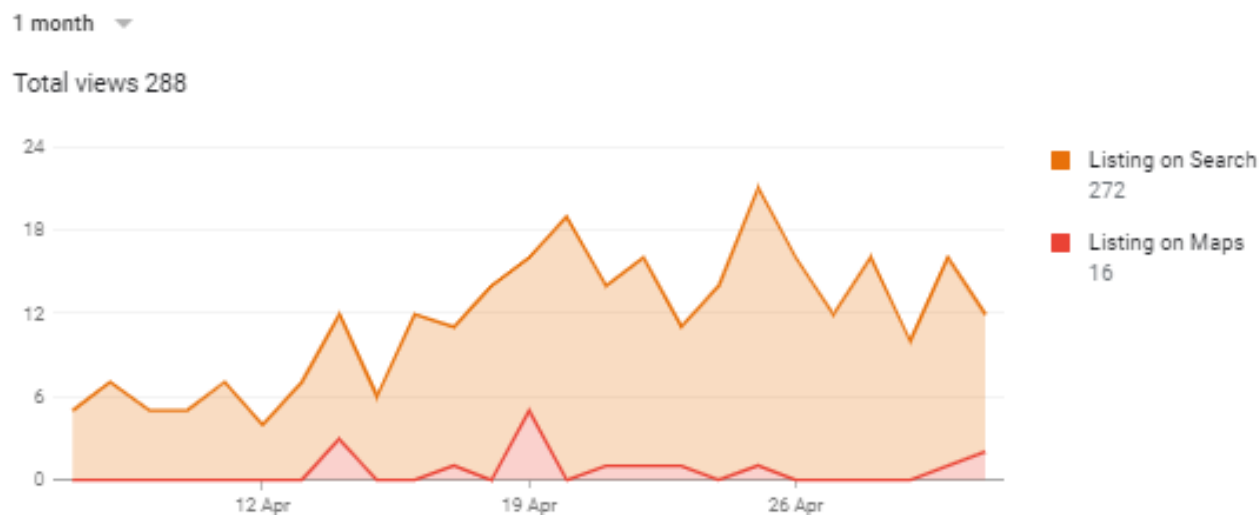


Figure 3: How customers viewed the client's business on Google in a month

Leads And Conversions Through Local Listing

Figure 4 shows that:

- ✓ **34 visitors** opened a link to the website
- ✓ **3 calls** were made directly to Five Star Hardwood Floor through Google My Business Listings.

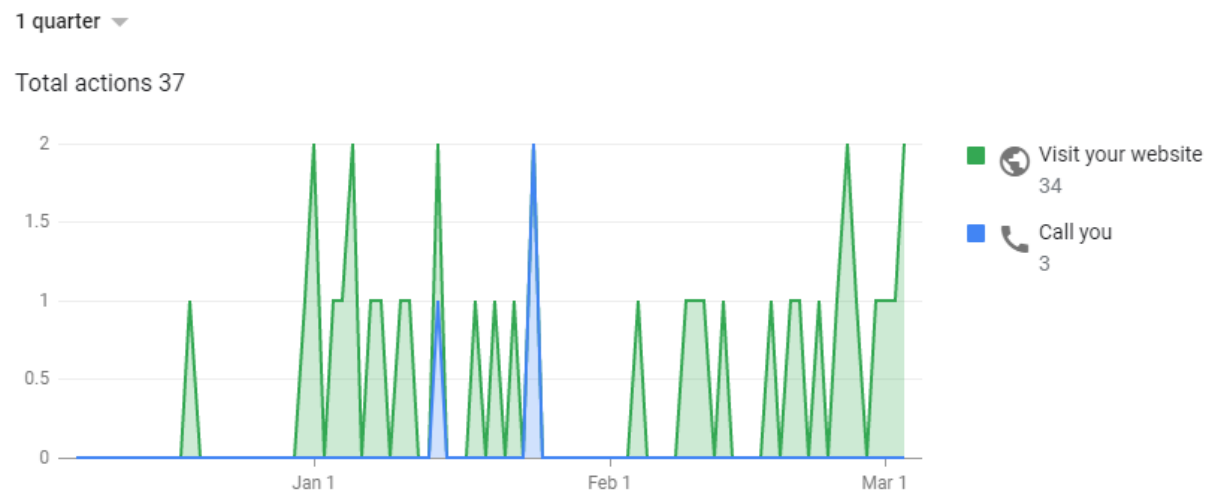


Figure 4: Customer actions in three months

Some Of Our Published Work!

For a closer look at our methods, check out some of our published content for Five Star Hardwood Floor:

INFOGRAPHICS

Stunning and informative infographics!

EXOTIC HARDWOOD
Reasons To Choose One

- 1. Durability**
Hardwood floors are one of the amenities that home buyers often look for when buying a house. Hardwood flooring usually comes in three varieties: solid, plank, and parquet. The individual segments in wood strip flooring are usually about 1 1/2 to 2 1/2 inches wide.
- 2. Easy Maintenance**
Hardwood floors allow the homeowner to finish the product with a stain that matches the floor. They are durable and have stood the test of time. Homes that are more than 100 years old can still have the original flooring if they have been cared for properly.
- 3. Decay Resistance**
When moisture will not penetrate because of natural hardwood's strength. Hardwoods like the maple and oak are naturally resistant to decay.
- 4. Best Value**
Hardwood flooring works with all styles of decoration, from traditional to modern. It is available in several types of woods, oak, cherry, and walnut.

3. Aesthetic
The aesthetic appeal is a significant reason to choose hardwood flooring. There is just nothing like the natural beauty of hardwood flooring.

For premium wood flooring solutions! Get in touch with:

FIVE STAR HARDWOOD FLOOR
WWW.FIVESTARWOOD.COM

HARDWOOD FLOORING
Things To Know

Hardwood floors are one of the amenities that home buyers often look for when buying a house. Hardwood flooring usually comes in three varieties: solid, plank, and parquet. The individual segments in wood strip flooring are usually about 1 1/2 to 2 1/2 inches wide.

Hardwood floors allow the homeowner to finish the product with a stain that matches the floor. They are durable and have stood the test of time. Homes that are more than 100 years old can still have the original flooring if they have been cared for properly.

They just need sweeping or vacuuming and occasional cleaning with a wood floor cleaner.

Homes with hardwood floors tend to sell faster than homes with wall-to-wall carpeting.

Hardwood flooring works with all styles of decoration, from traditional to modern. It is available in several types of woods, oak, cherry, and walnut.

In need of any kind of hardwood floor services?

VISIT US AT
www.fivestarwood.com

A GUIDE TO REFINISHING HARDWOOD FLOORS

Hardwood flooring retains its quality for decades if properly maintained. However, it should be noted that hardwood floors lose their shine when there is a lot of foot traffic on a regular basis. Special care should be taken to protect them and restore their appearance.

Refinishing not only beautifies your hardwood floor, it protects it from wear and tear as well.

Here is what you need to know about this process:

What is Included in Hardwood Floor Refinishing?
The first stage involves the removal of the existing layer of finishing product via a sanding tool. A new coat is applied on the bare wood to make it look new.

Is Refinishing A Good Investment?
Definitely! The new layer keeps your floor from damage.

Replacement is an expensive option. If you ignore refinishing, you might end up with extremely damaged planks that need replacement.

Is It Important To Hire Professionals For Refinishing?
Refinishing is not a simple process and you need professionals to get this job done efficiently. They are skilled. They finish their job faster and make sure your floor is refinished/coated properly, with a neat appearance.

How Much Does It Cost To Refinish Hardwood Floors?
The cost is usually around \$3-\$5 per square foot. However, the cost may vary according to:
- Wood type
- Quality of finishing product
- The number of coats needed

Does Your Floor Need Refinishing?
Let Us Do The Job For You
www.fivestarwood.com

BLOGS

Detailed, engaging and keyword-rich blogs!



Posted on March 18, 2020 by [fivestarwood](#)
 Pests not only infest your hardwood, but they can eat away your mental peace, bit by bit. A pest infestation in the house is the worst thing imaginable.

These tiny critters can become scarier than the grim reaper because they penetrate the surface of the [wood and damage it from within](#).

This can weaken entire wooden structures and become a safety risk for the people living inside! And if you don't take proactive measures, it can spread the damage faster than you think and triple the repair costs.

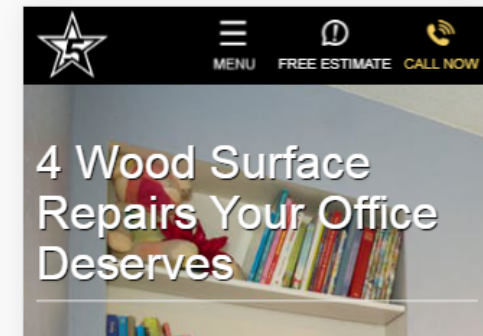
Be it due to water seepage or aging, your hardwood—once exposed to a pest infestation—will go to ruins. It's best to identify the problem early on and save your hardwood from the



Posted on February 20, 2020 by [fivestarwood](#)
 Are you tired of paying hefty energy bills just because you don't want to have freezing toes and a runny nose in the winters? The cost of keeping your house warm in winters can go through the roof and that's a constant stressor for most households.

Even though the general [temperature in Seattle is quite temperate](#), there are days when the temperature can drop to freezing levels. December being the coldest month in the area sees a temperature [drop to 1 degree Celsius!](#)

When the situation gets dire as such, you need all you can get to keep yourself warm. Installing heaters is just not enough; you need your interiors to adapt to it. That's why we suggest wood floors because they're better at keeping the house warm [than ceramic or tiled floors](#). But you



Posted on January 20, 2020 by [fivestarwood](#)
 Think back to the time when you got your hardwood flooring installed. Do you remember the smoothness of the newly waxed floors? Do you remember marveling at how beautifully the warm tones of wood contrasted with your interiors?

Looking at your new wood paneling is like the sweet joy of first love—hard to forget and hard to replace.

But time is a cruel law of nature and it can leave its mark on things that are dearest to you. It's with time that your wood floors age and with changing seasons, display more signs of damage.



Much like crease lines appear on your face with age, some damages to wood floors are inevitable. The only way to revive the newness of your hardwood is to get it repaired.

ARTICLES

Interesting and educational articles posted on popular third party websites!

Create your website at WordPress.com [Get started](#)


3 Wood Floor Cleaning and Maintenance Hacks

 fivestarhardwood  July 10, 2019
[Leave a comment](#)

Don't you just love the subtle gleam of your newly polished and waxed hardwood floor? There's nothing like the look of a classic wood-paneled floor in a modern house. Wood has been a popular choice in flooring

Create your website at WordPress.com [Get started](#)

What You Should Know about Restoring Antique Hardwood Floors

 fivestarhardwood  October 16, 2019
[Leave a comment](#)

Stronger, durable, and not to mention prettier than laminate, hardwood floors have been a premier flooring choice for centuries.

[Follow](#) ...

Hire Search Berg For Better Closing Rates!

Once Search Berg provided a range of solutions to boost Five Star Hardwood Floor's online presence, there was no going back. The results were nothing short of fantastic, and the conversion rates and sales were higher than ever before. It wouldn't be presumptuous to say that our result-oriented SEO campaign had paid off!

Search Berg provides effective SEO solutions to businesses spread across all industries. We guarantee results by improving your overall online marketing strategy.

Ready to get started? Give our SEO specialists a **call!**