

CASE STUDY

Local Roofing Contractor

From Invisible to In-Demand: Building an Organic Search Presence

Juno Digital · Family-Owned Roofing Contractor · Central Texas

317%

Google Organic Traffic Increase

163%

Total Site Sessions Increase

91.9%

Search Impressions Growth

Client Overview

Our client is a family-owned roofing contractor serving Central Texas, from Waco and Austin to San Antonio, with deep roots in communities across the region. Founded on values of honesty, craftsmanship, and genuine care for homeowners, the company offers residential and commercial roofing services including full replacements, repairs, storm damage documentation, and insurance claim support.

Despite a strong reputation and a compelling brand story, the website had no SEO foundation when we began. No service area pages. No FAQ content. No structure Google could work with. Traffic was almost entirely direct — people who already knew the business — with virtually no organic search presence to speak of. The site needed a complete rebuild to compete in one of the most competitive local service industries online.

The Challenge

Roofing is a brutally competitive category in local search. Homeowners in Central Texas searching for a roofer are met with a wall of established contractors, national brands, and well-funded competitors who have been investing in SEO for years. Our client had an existing business with real customers, but online, they were essentially invisible. The previous site generated minimal organic traffic.

The core challenge was threefold:

- Build a website architecture that Google could understand and index effectively
- Create targeted content for every service market the client operates in
- Drive meaningful organic traffic in a competitive space, with a tight timeline

What We Did

Full Website Redesign

We rebuilt the client's website from the ground up, with a clean architecture, fast load times, mobile-first design, and clear calls-to-action. Every page was built with both the user experience and search visibility in mind.

Service Area Pages

We built dedicated, location-specific pages for each of the client's primary service markets across Central Texas. Each page was crafted to rank for local roofing queries in those communities, not just duplicate content with a city name swapped in.

FAQ Content Strategy

We built a comprehensive FAQ page drawing directly from the owner's expertise and the real questions homeowners ask. This content was written to align with Google's E-E-A-T standards — demonstrating experience, expertise, authority, and trustworthiness — and structured to rank for informational queries that bring homeowners into the funnel before they're ready to call.

Conversion-Focused CTAs

Every page was built with intentional calls-to-action designed to move visitors toward contact, free inspection requests, phone click-throughs, and form submissions, giving organic traffic somewhere meaningful to go.

Results

The numbers below reflect year-over-year growth.

Metric	Result	What It Means
Google Organic Traffic	+317%	Organic search went from virtually zero to the site's fastest-growing channel
Total Site Sessions	+163%	Overall site health and visibility improved across every channel
Search Impressions	+91.9%	The site is being seen nearly twice as often by people searching for roofing services
Organic Search Traffic Share	35.6%	Organic now accounts for more than a third of all traffic — up from near nothing
Google Organic Engagement Rate	67.57%	The highest engagement rate of any traffic source — organic visitors are genuinely interested
FAQ Page Avg. Position	5.13	The FAQ content is ranking in the top 5 positions on Google for relevant queries

The site went from a single-channel, direct-traffic-dependent site to a diversified traffic mix: 35.6% organic search, 39.4% direct, 20.2% organic social, and 4.8% referral — with AI platforms including Claude.ai and ChatGPT beginning to send traffic as well.

The Opportunity Ahead

These results represent early-stage momentum. The service area pages are indexed and ranking, individual location pages are already pulling hundreds of impressions per month, and clicks are coming in from multiple markets at strong average positions. As domain authority builds and content continues to mature, the trajectory points sharply upward.

The foundation is in place. The growth story is just getting started.