

# *5Tales*

## **Recent Client Case Study: Home Services**

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<https://www.5tales.com.au>



## When it comes down to it, lead generation for home service is simple.

1. Create a website that speaks to your target customer.
2. Optimise it so it runs like a well oiled machine
3. Promote your website, in all corners of the web.

Every “digital marketer” in Australia knows this, yet most fail to get results.

Why?

*Execution. That’s where we excel.*

We build campaigns based on a framework specifically for home services that are proven to get results. If you become a client, **we will put your business in the best position to succeed, guaranteed.**

If you would like to find out if and how we can help you succeed, give us a call on **1800 940 853**.

Happy marketing,

Jason  
[LinkedIn](#)

**98% increase in  
new monthly  
visitors**



Full Circle

Quality Exterior Refinishing

<https://www.fullcirclerefinishing.com/>



# The Client

Full Circle Refinishing was born from a demand in quality external cleaning and exterior maintenance services in the Northern Rivers. They are based centrally in Tintenbar and Byron Bay, NSW.

Owner Oliver Hallock and his team do all forms of external cleaning and roof painting across the Northern Rivers

They were looking for an agency to support their website, provide a professional approach to grow their presence on Google.

**The Full Circle Refinishing website now ranks in position #1, #2 or #3 on Google for 26 commercially valuable search terms.**



# The Plan

- The client had a good presence in some areas of the Northern Rivers region, like Byron Bay. However, there were 6 other locations (like Ballina, Lismore) that we wanted to target in order to increase the geographical reach of the business.
- We wanted to capture the lowest-hanging fruit in SEO by reaching people searching for specific services (e.g. 'roof cleaning, 'pressure cleaning").
- There were a number of search terms that were on the second page of Google that we wanted to focus on pushing to the top of the first in order to get results earlier in the campaign.



# The Execution - Technical

Since our team picked up from a previous web design company we had to do some extra work. But, we were able to implement all the needed technical adjustments from the start:

- Schema markups (Local Business, breadcrumbs, products and FAQ).
- Proper silos (category pages, no-index tag pages, URL structure, navigation hierarchy, etc).
- Custom pages for each location and service we were targeting.
- Specific pages to reach people searching for the niches within their most profitable services.
- SSL implementation, site speed improvements.

#	Task - Process
1	Setup SEO Yoast - <a href="http://bit.ly/2GbP7V7">http://bit.ly/2GbP7V7</a>
2	Embed Google Map on all key pages - <a href="http://bit.ly/2GbUrl2">http://bit.ly/2GbUrl2</a>
3	Geotag all images - <a href="https://goo.gl/DE4GjS">https://goo.gl/DE4GjS</a>
4	Add Keyword/Branded Alt Text to all images - <a href="http://bit.ly/2GdrZW5">http://bit.ly/2GdrZW5</a>
5	Check Broken Links - <a href="https://goo.gl/TzrpNw">https://goo.gl/TzrpNw</a>
6	Create Robots.txt file - <a href="https://goo.gl/FjWgfA">https://goo.gl/FjWgfA</a>
7	Optimise main pages with main keywords - 1) <a href="http://bit.ly/2NiAHTl">http://bit.ly/2NiAHTl</a> 2) <a href="http://bit.ly/2MQBcvG">http://bit.ly/2MQBcvG</a>

# The Execution - Content

- A large part of our success was the ability to identify the right topics, style and formatting to attack at scale with content.
  - Posts to bring relevance to with interlinking
  - Custom content calendar set annually in terms of what would need updating
  - Optimising the words, phrases and structure of the pages using advanced statistical tools
  - Top of the funnel content worked into the landing pages to address informational search queries
- The domain was able to quickly build relevance with search engines as a trustworthy source of information on roof painting and pressure cleaning services..



# The Execution - Promotion

- We spent time getting active in forums and Quora and eventually used them as platforms to promote resource content.
- Built a list of natural health and small business bloggers and reached out to them for editorials about Essential Chiropractic & Healthcare.
- Built out the missing foundational social profiles and online properties to ensure the clinic was seen as a “brand” online
- “Growth hacked” a small PR campaign by creating an infographic, leveraging a press release and pitching it to industry sites. Secured a couple of top tier (DA 45+) link placements.



# The Results



98% increase in organic traffic from Google over a 12 month period.

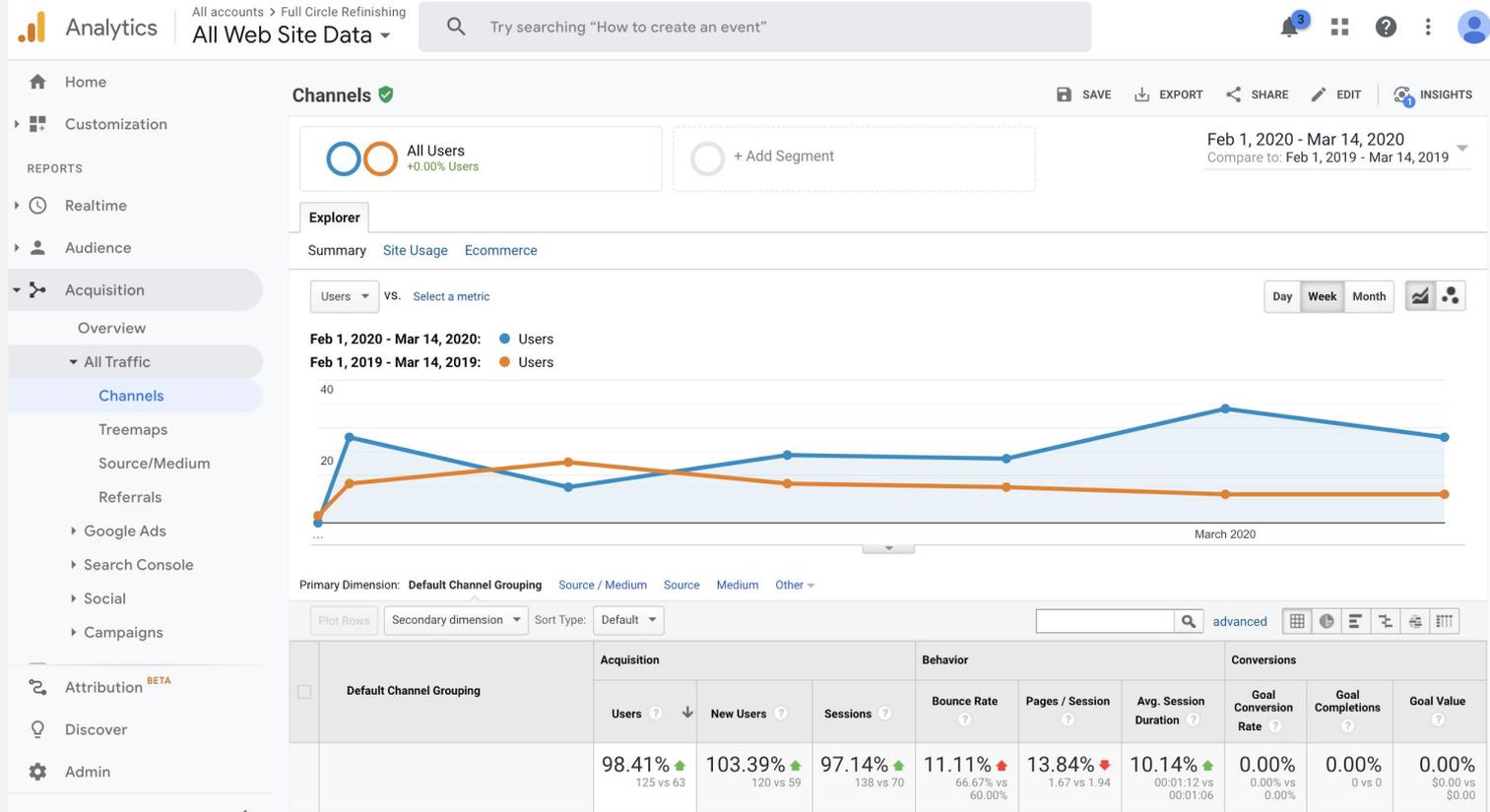


394% increase in overall keyword visibility.



Over 91 new keyword rankings across the Google Search Engine Results Page (SERPs).

# The Results



Actual screenshot from Google Analytics, organic traffic report.

# The Results

The image shows a Google Maps search for "roof painting byron bay". The search bar at the top contains the text "roof painting byron bay". Below the search bar is a map showing several locations in Byron Bay. The first result, "Full Circle Refinishing", is highlighted with a green border. It has a 5.0 star rating from 22 reviews, is a roofing contractor, and is currently open. The other two results, "North Coast Painting Services" and "All Roofing & Pressure Cleaning", also have 5.0 star ratings but fewer reviews. The "Full Circle Refinishing" result includes a "WEBSITE" link, while the others include "WEBSITE" and "DIRECTIONS" links. At the bottom, there is a "More businesses" link.

Google

roof painting byron bay

Summerhouse  
Bangalow Rd  
Carnegie Cres  
All Roofing & Pressure Cleaning  
North Coast Painting Services  
Tallow Beach Houses Byron Bay  
Map data ©2020 Google

Rating ▾ Hours ▾

**Full Circle Refinishing**  
5.0 ★★★★★ (22) · Roofing contractor  
Open · Closes 5:30PM · 0419 789 600  
WEBSITE

**North Coast Painting Services**  
5.0 ★★★★★ (2) · Painter  
22 Redgum Pl  
Open · Closes 5PM · 0432 574 507  
WEBSITE DIRECTIONS

**All Roofing & Pressure Cleaning**  
5.0 ★★★★★ (1) · Roofing contractor  
6 Red Bean Ct  
Open · Closes 6PM · 0421 502 642  
DIRECTIONS

☰ More businesses

#1 position in the maps for “roof painting byron bay”. This is driving leads via phone calls for a service with an average job value of over \$2,000.

# The Results

Google

roof cleaning ballina

About 238,000 results (0.44 seconds)

Richmond Christian College, Skilled Roofing Pty Ltd, Service NSW, Harvey Norman Ballina, Ballina Car Wash

Rating - Hours -

**Skilled Roofing Pty Ltd**  
No reviews · Roofing contractor  
13 De-Havilland Cres · In Architectural Roofing + Building Supplies  
Open · Closes 6PM · 1300 304 017

**Ballina-Byron Pressure Cleaning**  
3.0 ★★★★★ (2) · Pressure washing service  
Open · Closes 6PM · 0449 687 725

**Full Circle Refinishing**  
5.0 ★★★★★ (22) · Pressure washing service  
Open · Closes 5:30PM · 0419 789 600

More businesses

www.oneflare.com.au › ... › Roof cleaner › NSW  
**The 10 Best Roof Cleaners in Ballina, NSW - Oneflare**  
★★★★★ Rating: 4.6 - 37 votes  
Here is a list of Ballina's best Roof Cleaners as rated by other customers. Get up to 3 free quotes for Ballina Roof Cleaners!

www.fullcirclerefinishing.com › ballina-roof-cleaning  
**Roof Cleaning Ballina | Full Circle Refinishing**  
Full Circle Refinishing Are The Go To Experts When It Comes To Roof Cleaning in Ballina. With Years Of Experience, We Can Help You Get The Roof Of Your ...

#3 position in the maps for “roof cleaning ballina”. This is driving a lot of new patient enquiries via phone calls.

#2 position organically for “roof cleaning ballina”. This is driving prospective patients looking for roof cleaning services to the website.