

Case Study- Web Design, SEO & CRO Strategy

Maximizing Delmarva's Web Potential with SEO & CRO Optimization Strategy

We enhanced the Delmarva website with a full-spectrum SEO and CRO strategy, including design updates, Elementor rebuild, and strategic backlinking.

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About the client:

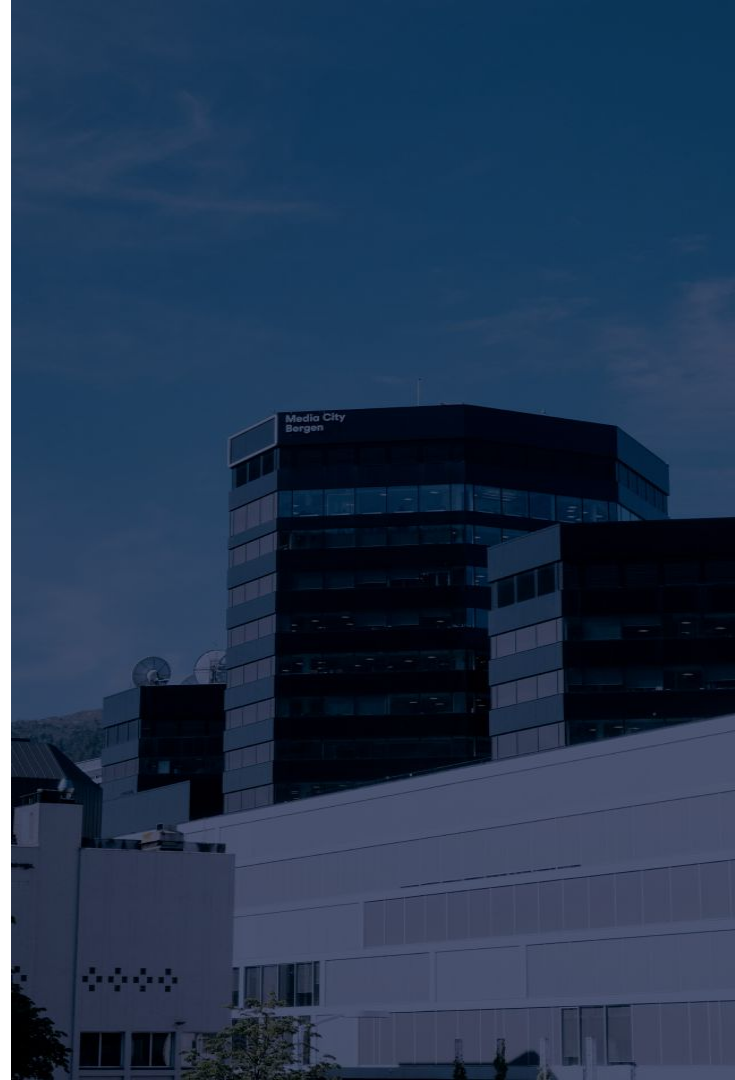
Delmarva Group specializes in high-quality pole buildings, offering custom solutions for residential, commercial, equestrian, and agricultural needs.

Their post-frame structures, built for durability and versatility, serve a wide range of functions—from workshops and garages to barns and retail spaces. Delmarva ensures each project meets the unique demands of the client with attention to detail, superior craftsmanship, and excellent customer service.

The company is known for its commitment to excellent customer service, quality craftsmanship, and quick construction times. Delmarva's adaptable designs cater to specific needs, with a focus on flexibility, budget-friendly options, and enhanced functionality. Their buildings are ideal for homeowners, businesses, and agricultural use.

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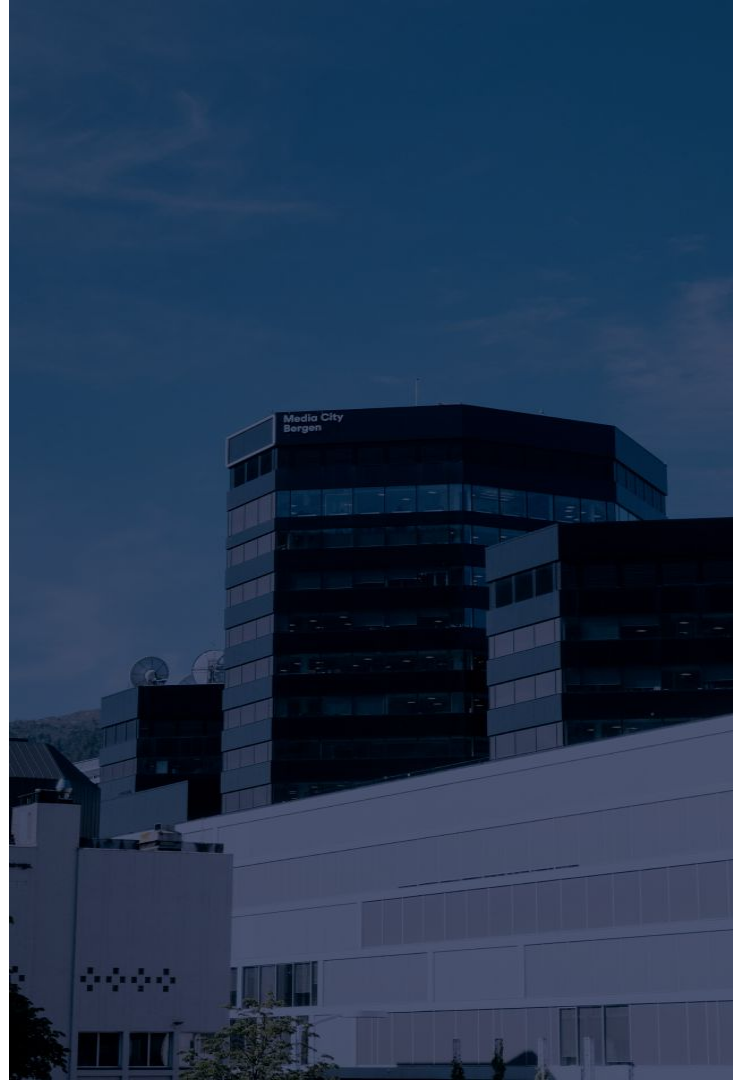


Business Challenges & Needs

- Organic Search Performance: Ranking for 370 keywords, but only 58 appear on the first page; traffic drop post-Google's March 2024 update due to ineffective keyword use.
- Backlinking Issues: Decline in referring domains, harmful or irrelevant backlinks.
- Local SEO Issues: Insufficient local keyword targeting and inconsistent NAP details; Google Business Profile lacks updates and engagement.
- Technical Issues: Missing meta tags, excessive code, and incorrect Robots.txt configuration.
- On-Page SEO Issues: Missing headers, unoptimized meta tags, poorly organized content, and unclear USPs.
- The website faced several design and navigation challenges. The homepage lacked compelling images and clear calls to action (CTAs), while the unique selling points (USPs) were not effectively emphasized.
- Additionally, the content layout was cluttered, failing to guide users toward taking action. The contact form was too lengthy, which could deter users from completing it, and there was no real-time support available via a chatbot.

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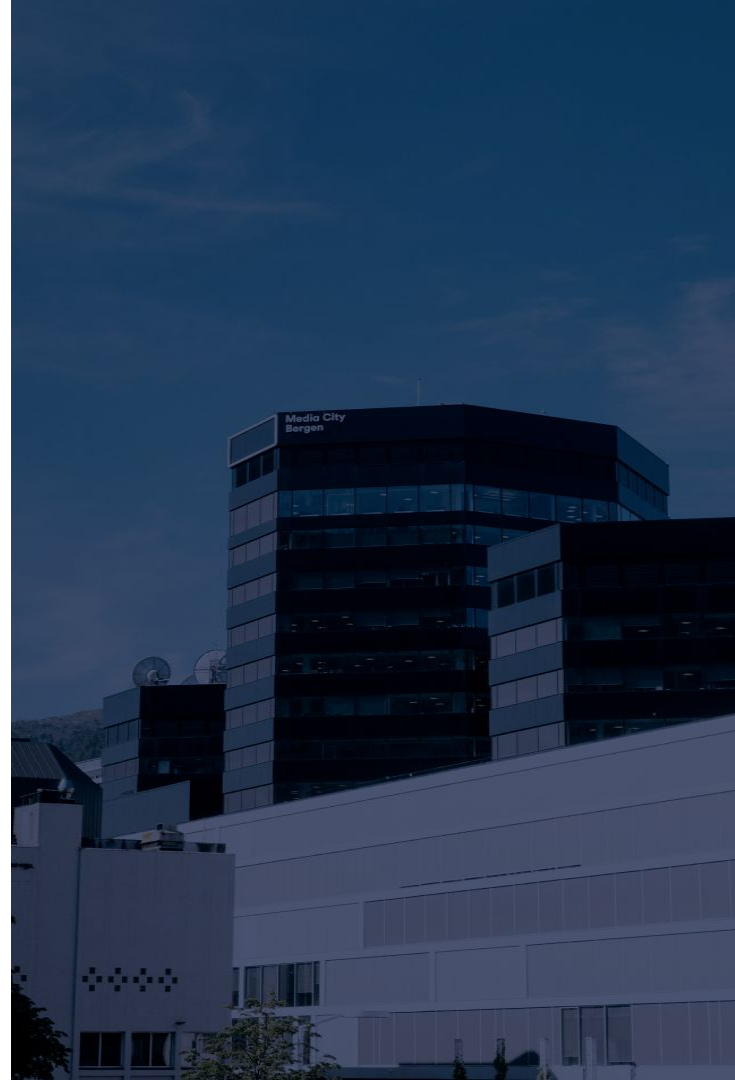


Proposed Solution:

- **Backlink Profile:** Disavowed toxic backlinks and secured high-quality backlinks to strengthen the site's authority.
- **Organic Channel Performance:** Focused on increasing non-branded traffic, targeted high-potential keywords, and implemented recovery strategies following Google's March 2024 Core Update.
- **On-Page SEO:** Added headers, optimized meta tags, structured content with headings and bullet points, highlighted USPs, and created keyword-optimized content.
- **Local SEO:** Targeted more local keywords, ensured NAP consistency, and regularly updated the Google Business Profile.
- **Design and Navigation:** Use more engaging and high-quality images on the homepage and highlight USPs prominently, simplify the navigation bar, and enhance CTA buttons for better user interaction.
- **Content and Conversion:** Redesign content layout to guide users toward taking action. Simplify the contact form to improve completion rates and integrate a chatbot for real-time user assistance.

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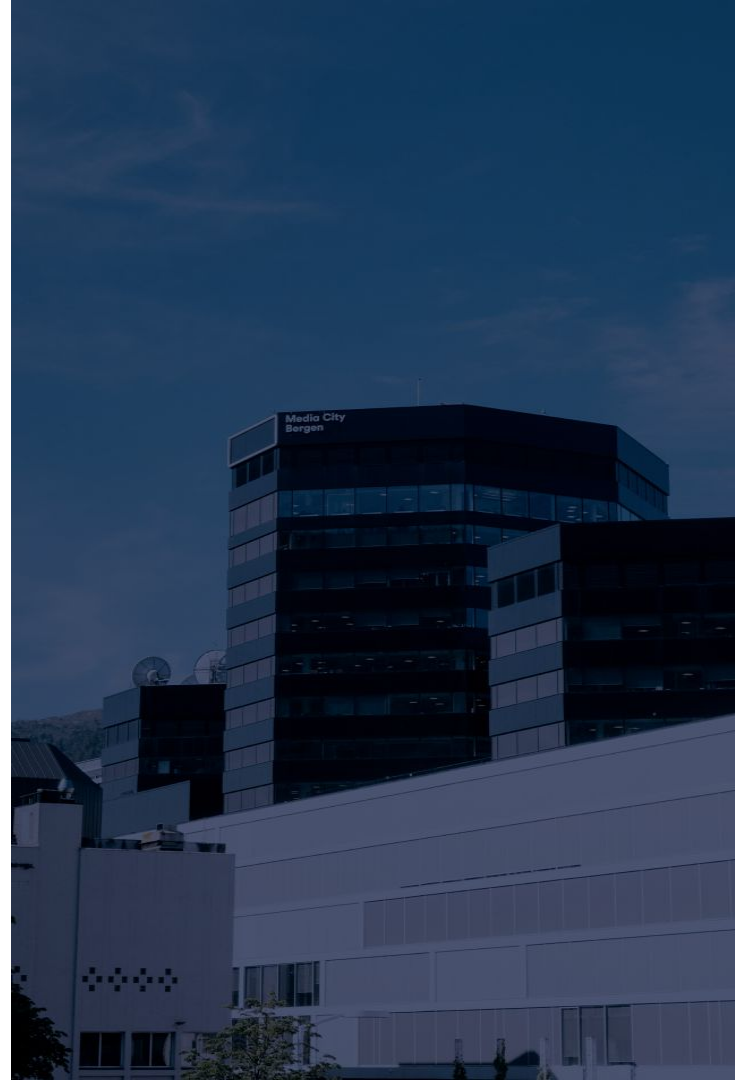


Value Delivered:

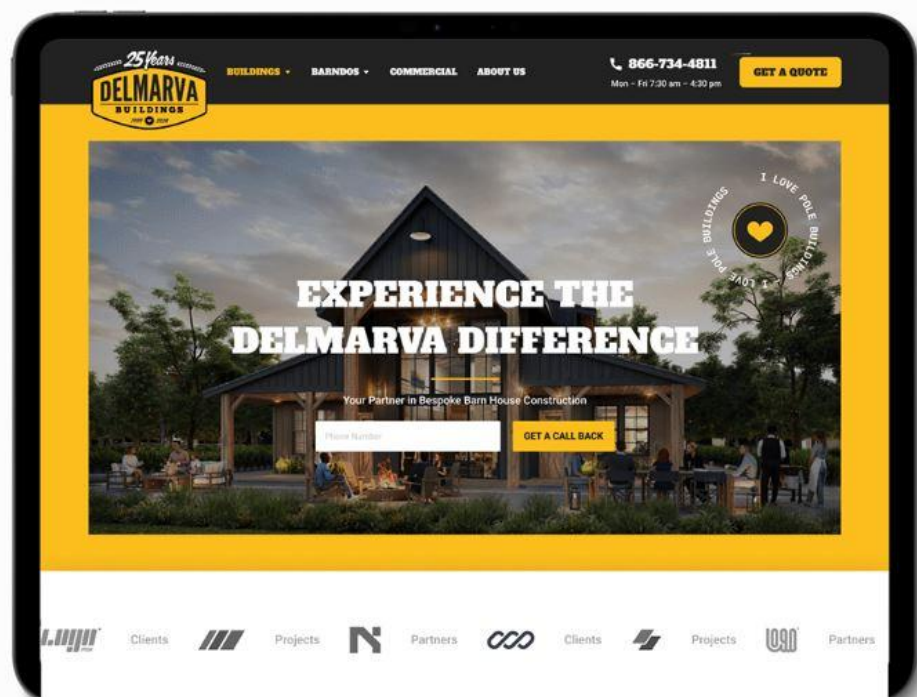
- We helped Delmarva Group increase organic traffic by 14% within one month, driving 1,171 new visitors to their site.
- Our focused backlinking strategy increased website engagement by 63%, generating 3.25k clicks and 42.5k impressions over three months.
- Through a combination of on-page and off-page SEO, we elevated their average ranking position to 24.4.
- We enhanced their click-through rate to 7.6%, which further strengthened their digital presence and increased overall site performance.
- Our efforts significantly improved both user experience and visibility, boosting Delmarva Group's online success.

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Desktop Design:



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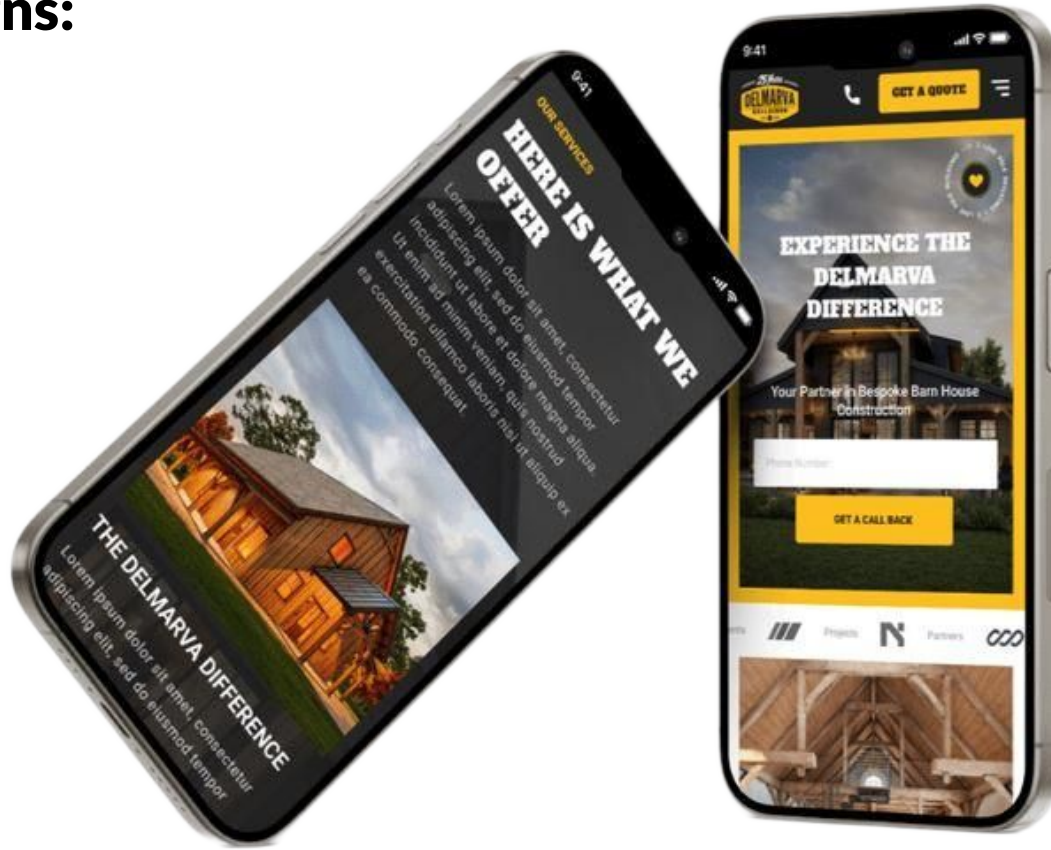
ABOUT **MUCH MORE THAN A BARN**

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Thank You!

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