



SR Construction

For more than 30 years, SR Construction has provided quality services to their clients. Over the course of three decades they have acquired numerous multi-million-dollar projects that has shaped the communities they have serviced. Their mission statement is to bring "TRUST, INTEGRITY, QUALITY, LOYALTY and SERVICE."



CHALLENGE

One of the challenges SR Construction faced was they didn't have a good SEO (Search Engine Optimization) Plan. They were not ranking very well on Google and their Google business profile, even from the amount of quality of work they have done. They didn't have the resources or skills to develop a successful marketing plan which left a lot of money on the table as for as taking advantage of local SEO.





SOLUTION

- Improve their Google Business Profile.
- Add backlinks to their website.
- Add Key Words that are relevant to their business.
- Improve onsite SEO by creating a blog to help them rank on the search results.



KEY RESULTS



SEO & Website

- **51 quality backlinks which increased their ranking on Google**
- **Wrote 5 blogs which brought more traffic to their website and helped build authority in their industry**
- **359 new users a month from search results**

About Green House

Green House (GH) is a sales & marketing agency sponsored by Utah Valley University and run by its students. Its approach combines the impact of the largest university in Utah with the resourceful skills of marketing students and industry experts. Green House assists organizations by improving their online marketing presence, fortitude, and evolution.