

Case Study

# Top Position for 5+ Keywords on Google

## Alpha Screens & Glass

Industry  
Location  
Service

**Security Screens & Glass**  
**Sunshine Coast QLD**  
**Website + SEO**

# Who is Alpha Screens & Glass

Alpha Screens & Glass is a team of qualified tradesmen, glaziers, and security screen experts with over 40 years of collective experience under their belt. Their commitment lies in providing customers with honest, reliable, and friendly service. Alpha Screens & Glass services all suburbs around the Sunshine Coast, including Warana and Caloundra. They exclusively offer high-quality products that meet Australian standards to ensure their customers receive the best available.

**“We are pretty much running at maximum capacity now. We can’t take on much more business without making some big changes, like hiring more staff and that sort of thing. So, everything is going great.”**

**- Matthew, Owner of Alpha Screens & Glass**








## Project Brief

As the shift towards online searches for local businesses increased, establishing a strong online presence became paramount for Alpha Screens & Glass. Matthew, the owner, sought a digital marketing solution to secure a prominent position on the first page of Google. Finding a local marketing partner was a top priority for Matthew, someone who would take the time to closely monitor progress and achieve the business's goals.

### The Objective

To find a results-driven marketing strategy that would position Alpha Screens & Glass in front of customers searching online for services on the Sunshine Coast.

-  Generate Quality Leads
-  Increase Online Visibility
-  Improve User Experience



# The Strategy

Our team closely collaborated with Matthew to craft a solution geared towards driving business growth. As the Local Digital Marketing Specialist for Alpha Screens & Glass, Margaret conducted an audit of their online presence to identify areas for improvement in customer engagement. Taking into consideration both budget and objectives, it was determined that creating location-specific website pages and implementing Search Engine Optimisation (SEO) would produce the most effective results. This strategy significantly enhanced their online visibility across search engines like Google, enabling the business to connect with their target audience and generate a consistent flow of leads.

- 1 Audit their online presence to gain insights into their business goals, objectives, and customer base.
- 2 Develop tailored location-specific website pages for Alpha Screens & Glass, featuring well-written content and meaningful images.
- 3 Utilise SEO to enhance user experience and improve Alpha Screens & Glass' visibility in organic search engine results for relevant queries. This increased website visitors, strengthened the business's reputation, and fostered sustained growth over time.
- 4 Stay ahead of Google's regular updates and monitor the data on Localsearch For Business with Matthew to ensure a long-term, steady increase in results.

# The Results

Since partnering with Localsearch, Alpha Screens & Glass has experienced remarkable growth. The business now holds the top position for 5+ keywords on Google and has witnessed a 90% increase in website page views within the last 180 days. With the business operating at maximum capacity, the focus now shifts towards maintaining momentum and efficiently serving customers.

**5+**

Top Position for  
Keywords

**+ 90%**

Increase in Website  
Page Views

**+ 35%**

Increase in Website  
Conversions



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that Works as Hard as You Do**

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