

# Holly Construction

## Business Background

Holly Construction is a leading licensed general contractor in Santa Rosa. The [Holly Construction](#) team has been bringing their clients' design ideas to life for more than 35 years. The team consists of seasoned professionals with years of experience of managing complex renovation, new construction and fire rebuild projects from start to finish. They use time tested methods and state-of-the-art construction technologies to cut costs without cutting corners. Cost overruns can impact a new construction or rebuild project's ROI. The Holly Construction team plans every project down to the last detail. The team accounts for every possibility and comes up with a solid plan to prevent overruns. Every pro on the team knows the ins and outs of the new construction and rebuild process. They are able to think on their feet. If a project hits an unforeseeable roadblock and derails, these pros will know how to get it back on track.

## Market Competition

Some competitors of the client are Carreiro Builders, ABA Custom Homes Inc and DRF Builders.

## Challenges

We were faced with the following challenges

- The site had a complex navigation
- Poor core web vitals
- The website looked cluttered
- Low conversion rate and average time spent on site

## Tasks

We took the following actions to improve website health

- The SEO team got rid of distracting design elements that were doing more harm than good
- We replaced the outdated (existing) navigation with a user friendly navigation

- Our SEO team came up with a plan to monitor core web vitals and take corrective action to address deviations
- Once the new layout and design was finalized, the content team got to work. Our wordsmiths wrote authority and interesting content that focused on the target audience's pain points

## Actions

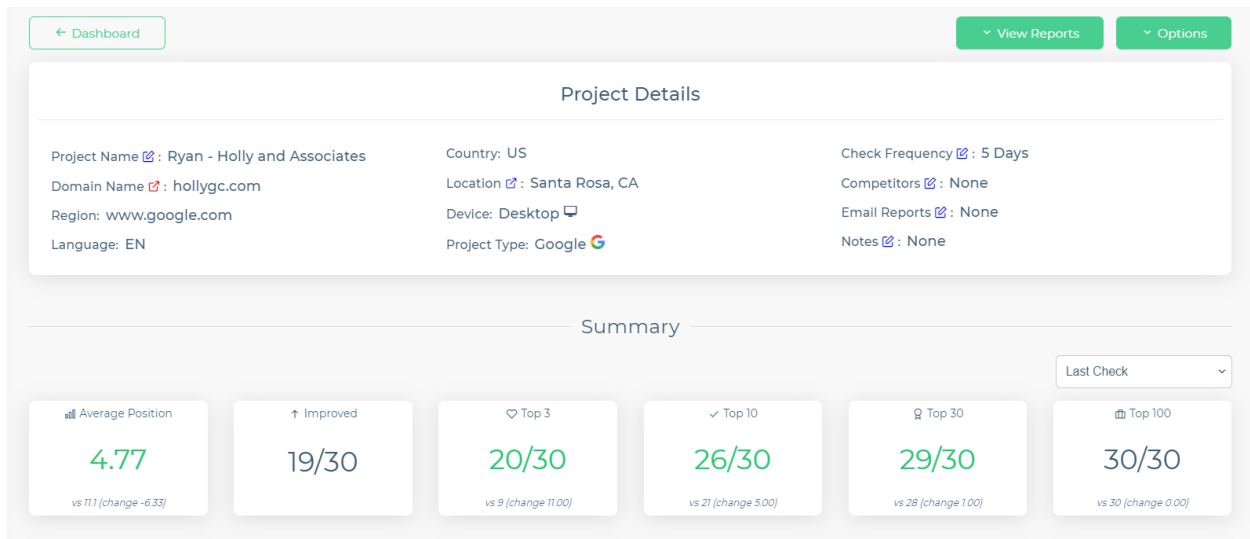
The design team came up with a fluid website design. We eliminated distractions that were possibly preventing visitors from taking desired actions. Our SEO team optimized the website for mobile. The content team came up with an effective content plan designed to build online brand awareness and make the target audience fall in love with the business.

## Time Frame

The project was started in April 2020 for link building and content marketing campaign, which brought successful results & rankings to the client.

## Project Goal

Our goal was to improve website usability and user-friendliness so more people choose the client over the competition.



# Conclusion

All our efforts were eventually rewarded. The website's user experience improved in leaps and bounds. Website traffic and conversion rate increased slowly but surely.

