

SEO CASE STUDY

Six Months to a Fuller Pipeline

An illustrative look at what six months of organic, local, and AI-assisted search visibility can do for a commercial roofing contractor's pipeline of qualified work.

COMMERCIAL ROOFING CONTRACTOR / METRO DETROIT / ONE PRIMARY SERVICE AREA / FEBRUARY–JULY 2026

+44%**Organic Search Clicks**

540 → 780 / mo

+55%**Qualified Opportunities**

29 → 45 / mo

+55%**First-Page Keywords**

22 → 34 terms

2.1×**Tracked AI Visibility**

7 → 15 of 50

A Capable Contractor Search Couldn't Find.

- Search visibility concentrated on branded terms; the much larger pool of “commercial roof repair Detroit”-type searches was going to competitors.
- Service pages were thin — no dedicated pages for TPO roofing, industrial roofing, or flat-roof repair, so the site had nothing for those searches to rank on.
- Google Business Profile was claimed but minimally maintained — few categories, sparse photos, no regular activity.
- No structured data or FAQ content, so the business had no presence at all in AI-assistant answers about commercial roofing in the area.
- The site’s quote-request path was serviceable but not optimized — no clear path from “I found a roofing company” to “I submitted a project inquiry.”

BASELINE SNAPSHOT — FEBRUARY 2026

Organic search clicks / mo	540
First-page keywords	22
Quote / consultation requests / mo	46
GBP calls / mo	34
AI search visibility	7 of 50 tracked questions

TPO Roofing

Industrial Roofing

Flat Roof Repair

Commercial Roof Replacement

Roof Maintenance & Inspection

Organic Search Built a Real Pipeline of Its Own.

+44%

Organic Search Clicks

540 → 780 / mo

+55%

First-Page Keywords

22 → 34 terms

+67%

Top-3 Keywords

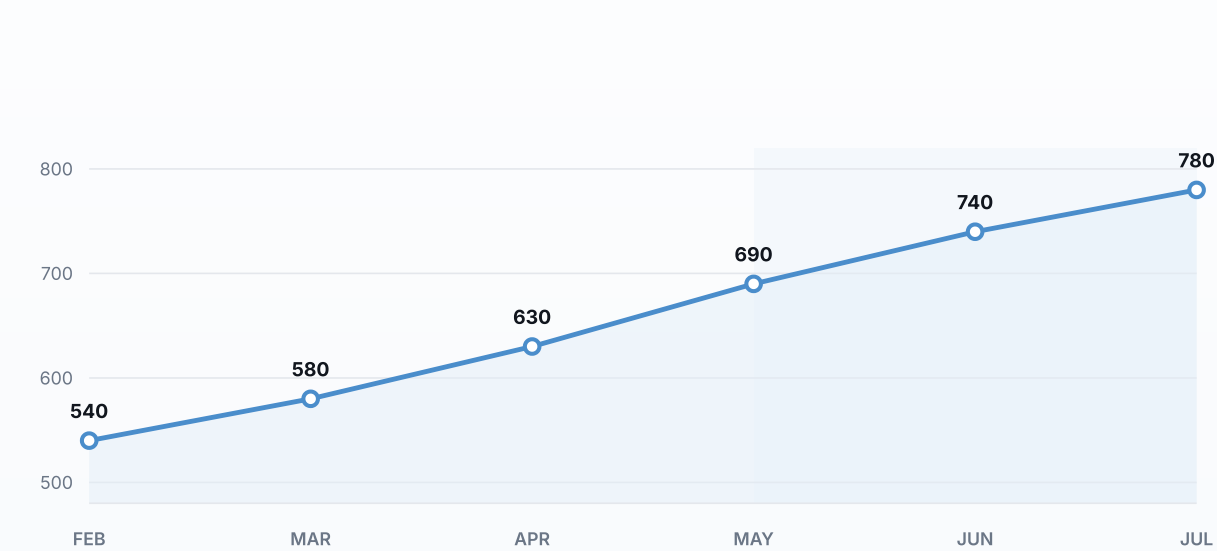
6 → 10 terms

+13 pts

Non-Branded Share

61% → 74%

ORGANIC SEARCH CLICKS PER MONTH



SEARCH THEME MOVEMENT (AVG. POSITION)

SEARCH THEME	FEB	JUL
Commercial roofing Detroit	14	6
Commercial roof repair Detroit	19	9
Commercial roof replacement Detroit	21	10
Flat roof repair Detroit	23	11
Industrial roofing Detroit	27	14
TPO roofing Detroit	31	16

What this means: the site stopped depending on people who already knew the company's name and started earning visibility from people actively comparing commercial roofers.

More Local Visibility, More Calls to the Office.

+53%

GBP Calls / mo

34 → 52



+45%

GBP Website Clicks / mo

58 → 84



+58%

GBP Direction Requests / mo

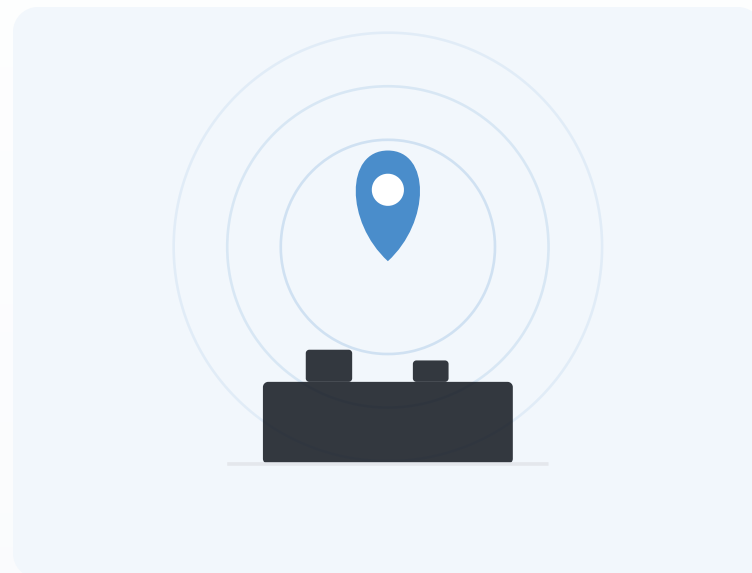
12 → 19



+49%

GBP Total Profile Actions / mo

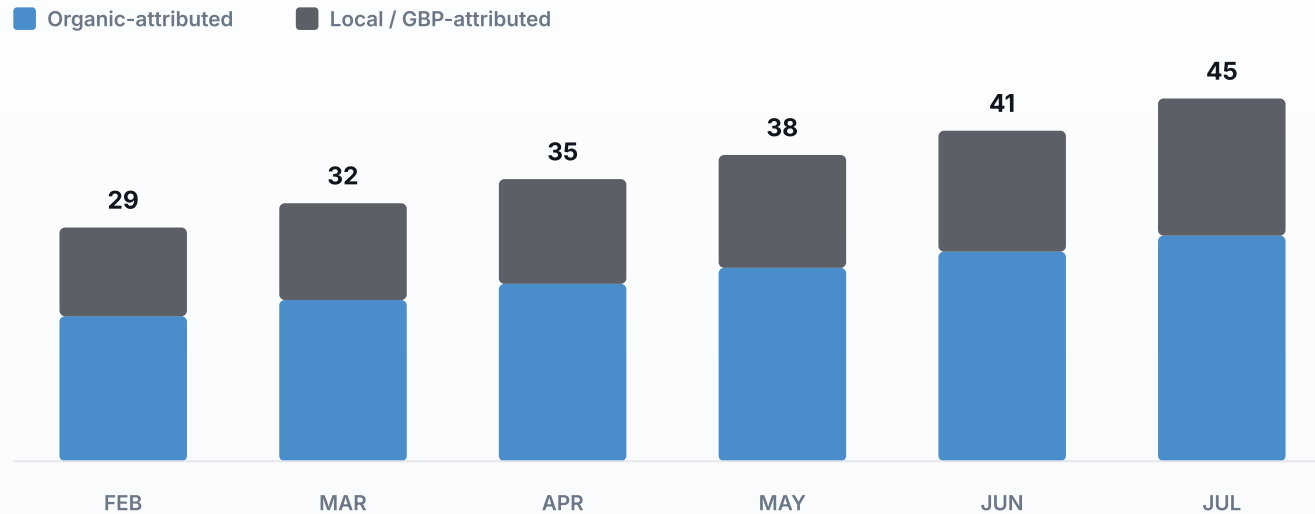
104 → 155



What this means: local visibility converted directly into the two actions that matter most for a service contractor — a phone ringing and a form coming in.

A Larger, Steadier Flow of Qualified Opportunities.

QUALIFIED OPPORTUNITIES PER MONTH



+55%

Total Qualified Opportunities

29 → 45 / mo

+56%

Organic-Attributed

18 → 28 / mo

+55%

Local / GBP-Attributed

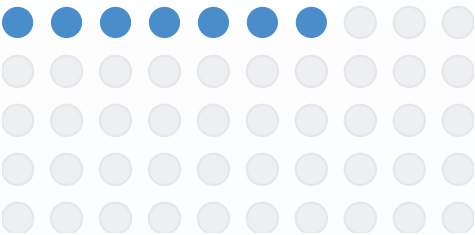
11 → 17 / mo

What this means: growth came from two channels moving together, not one channel doing all the work.

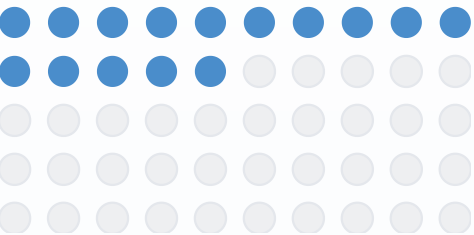
Showing Up When Someone Asks an AI Assistant.

APPEARED IN TRACKED COMMERCIAL-ROOFING QUESTIONS

FEBRUARY — 7 of 50



JULY — 15 of 50



+150%

Recommendations

2 → 5 — early signal

+300%

Citations

1 → 4 — early signal

3.0×

AI Referral Sessions / mo

3 → 9 — early signal

TRACKED ENVIRONMENTS:

ChatGPT

Gemini

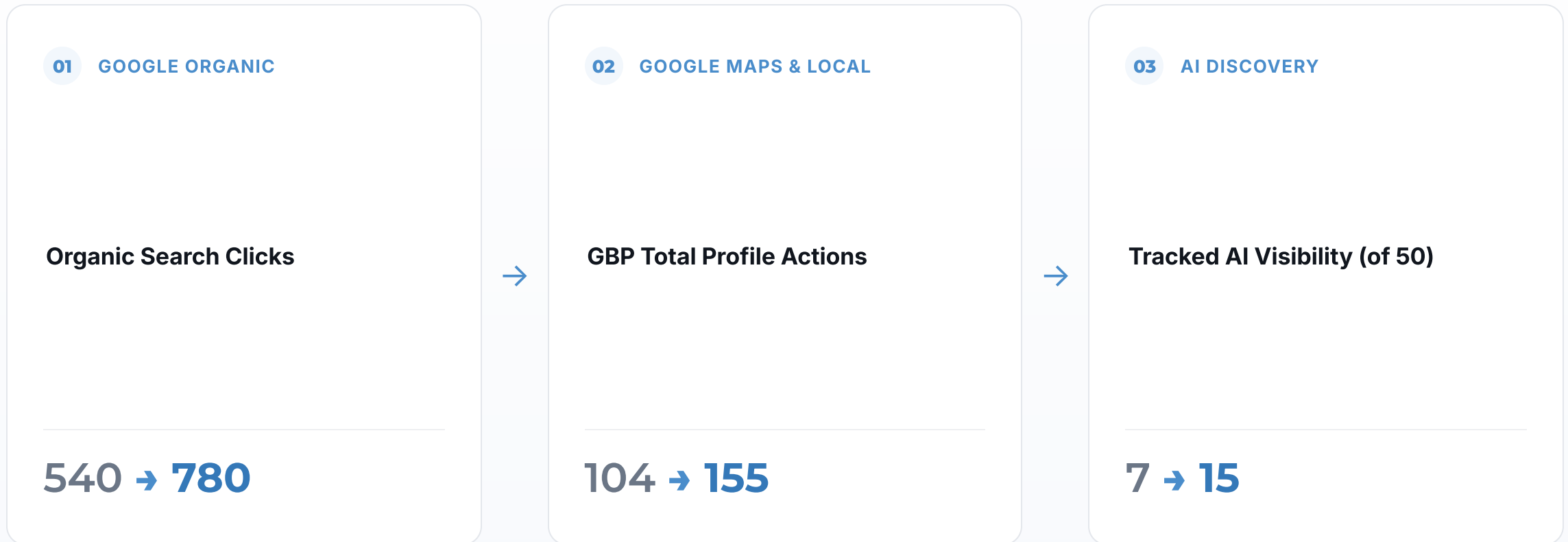
Claude

Perplexity

Google AI

Why this matters: more buyers are starting their research by asking an AI assistant, and this tracks whether the business shows up in that moment.

Growth Came From Showing Up in More Than One Place.



More Visibility → More High-Intent Traffic → More Opportunities

Six Months of Results.

+44%**Organic Search Clicks**

540 → 780 / mo

+55%**First-Page Keywords**

22 → 34 terms

+55%**Qualified Opportunities**

29 → 45 / mo

+49%**GBP Total Profile Actions**

104 → 155 / mo

+57%**Quote Requests**

46 → 72 / mo

+0.7 pts**Website Conversion Rate**

7.4% → 8.1%

2.1×**Tracked AI Visibility**

7 → 15 of 50

Across six months, the business became easier to find, more efficient to run, and less dependent on any single channel — an example of what a coordinated organic, local, and AI-visibility program can look like.

What Could Six Months Reveal in Your Market?

Organic Search

Where the largest pool of buyer intent already lives, and how much of it a site is currently earning.

Local Search

Whether Google Business Profile is fully built out and actively maintained, not just claimed.

Website Conversion

Whether traffic that arrives is actually turning into quote requests.

AI Discovery

Whether the business shows up when someone asks an AI assistant a buying question.

Technical & Content Foundation

Whether the site's structure and content give search engines and AI tools something to work with.

No two contractors start from the same place — results depend on market, competition, service mix, starting point, budget, and execution.

Curious what this could look like for your business?

[Talk to NWWS](#)

CASE STUDY NOTE

This case study is an illustrative portfolio presentation created by New World Web Solutions. The business identity and performance data shown are illustrative and are not presented as results from an actual client engagement. Actual results vary based on market, competition, starting point, budget, services, and execution.