

Case Study: Denali Pools

1. Client Snapshot

Business Name: Denali Pools

Location: Austin and San Antonio, Texas

Industry: Home Improvement (Pool Construction)

Years in Business: 10+

Team Size: 20+

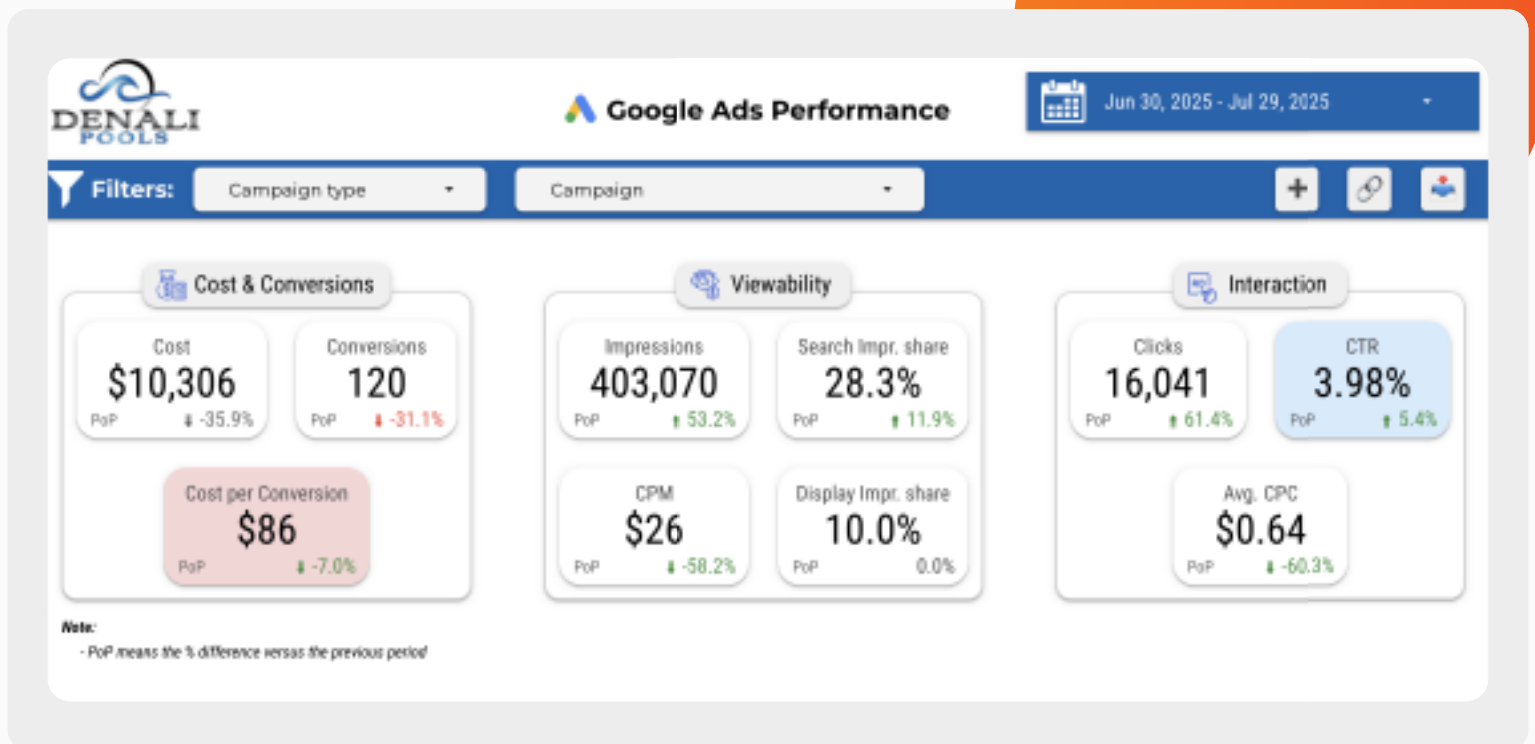
2. The Challenge

Before CyberFunnels, Denali Pools was struggling with:

- ✗ Not aware of the correct keywords to target or how to rank for them organically
- ✗ They had worked with many marketing vendors in the past, including those in the pool industry, without any meaningful changes in organic rankings.

3. The Solution

CyberFunnels utilized their paid search data and pool industry expertise to identify top converting keywords in Denali Pools markets, based on search volume and lead conversion data, and develop a strategy to rank for them organically.



4. The Results

Within 12 months, Denali Pools achieved their organic rankings. The most significant growth occurred within 6 months with gradual increases in Google Search and Maps on an ongoing basis. These results represent overall growth indicators in their overall digital marketing program with CyberFunnels:

- Overall Digital Marketing Program Growth:



Site Visitors: 200% increase in site visitors Year-over-Year (Jan-July 2025 comparing to 2024).

Leads: 57% increase in leads (2,000+ Leads).

- SEO Growth Keyword Rankings:



58 keywords ranked in Top 1–5 positions (77% of total).
Increased to 68 keywords in Top 1–10 positions (91% of total).

- Organic Visibility (Google Search Console from Feb to May, 2024 vs 2025):



Clicks increased from 993 to 1.84K (+85%).
Impressions increased from 134K to 298K (+122%).

- Technical SEO Indicators:



100% Health Score in Ahrefs.
No technical issues identified in Screaming Frog.
Continuous weekly optimizations for peak performance.

5. Client Takeaway

Denali Pools achieved substantial improvements in SEO, organic visibility, and lead generation, demonstrating significant business growth, by strategically targeting previously unidentified top-converting keywords.

Ready to write your own success story?

Book a 15-minute consultation with a CyberFunnels strategist and discover what's possible for your business.

| Book a free consultation:

