CASE STUDY · LOCAL SEO & LEAD GENERATION

110K+ Visits and 1,400+ Leads for a Philadelphia Painting Company

How an organic-first website turned paintersinphilly.com into the company's primary lead engine, with Google search driving nearly three-quarters of all traffic and zero paid spend.

paintersinphilly.com · Philadelphia, PA · Jan 2019 – Feb 2026

Website Build | Local SEO | Conversion Design | Google Business Profile

110,473
WEBSITE VISITS

1,418
TOTAL LEAD ACTIONS

72.8%
TRAFFIC FROM GOOGLE ORGANIC

$0
PAID MEDIA SPEND

Akhil Paul
Full-Funnel Performance Marketing · SEO · Paid Media

akhilpaul77@gmail.com
linkedin.com/in/akhil-paul

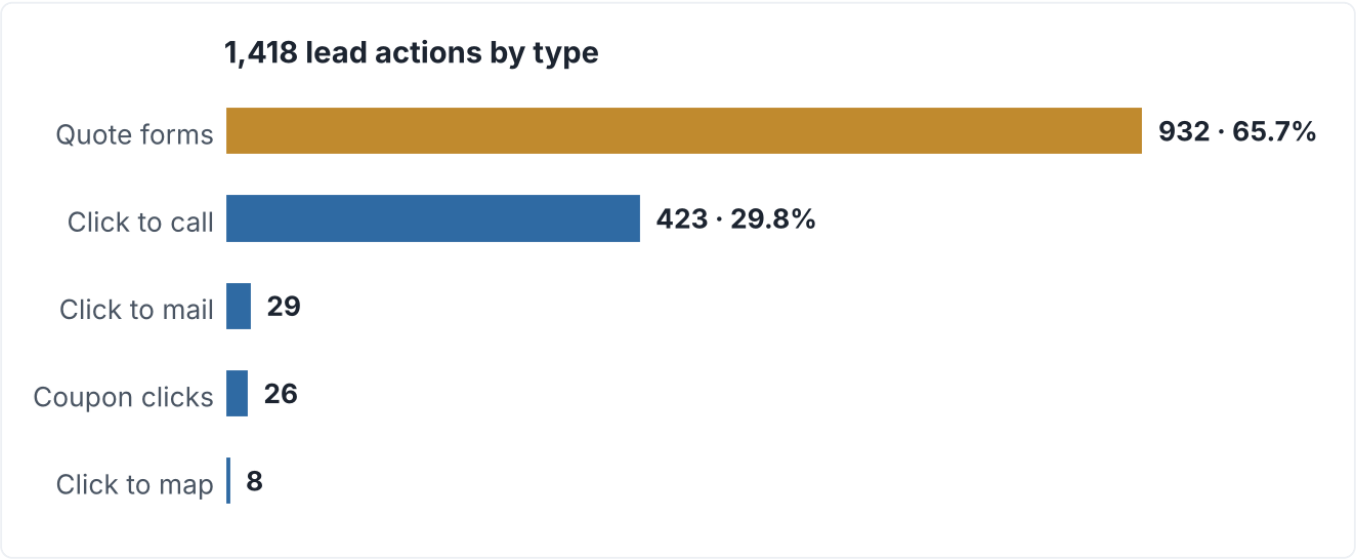
01 · OVERVIEW

Client and Results at a Glance

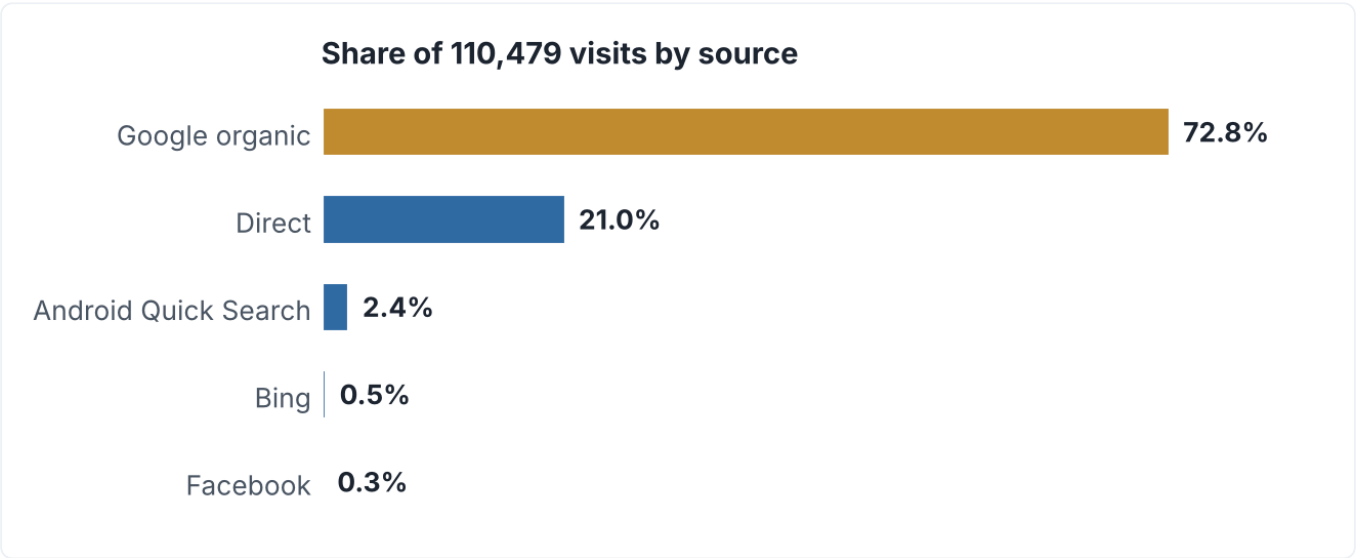
Painters in Philly is a professional painting company serving the Philadelphia area. The website is the central lead hub, built around a prominent "Free Custom Quote" form, service pages and direct calls to action.

110,473	1,418	932
TOTAL VISITS	LEAD ACTIONS	QUOTE FORM SUBMISSIONS

423	70%+	3:42
CLICK TO CALL	MOBILE VISITORS	AVG. DIRECT VISIT



The quote form drove two out of every three lead actions.

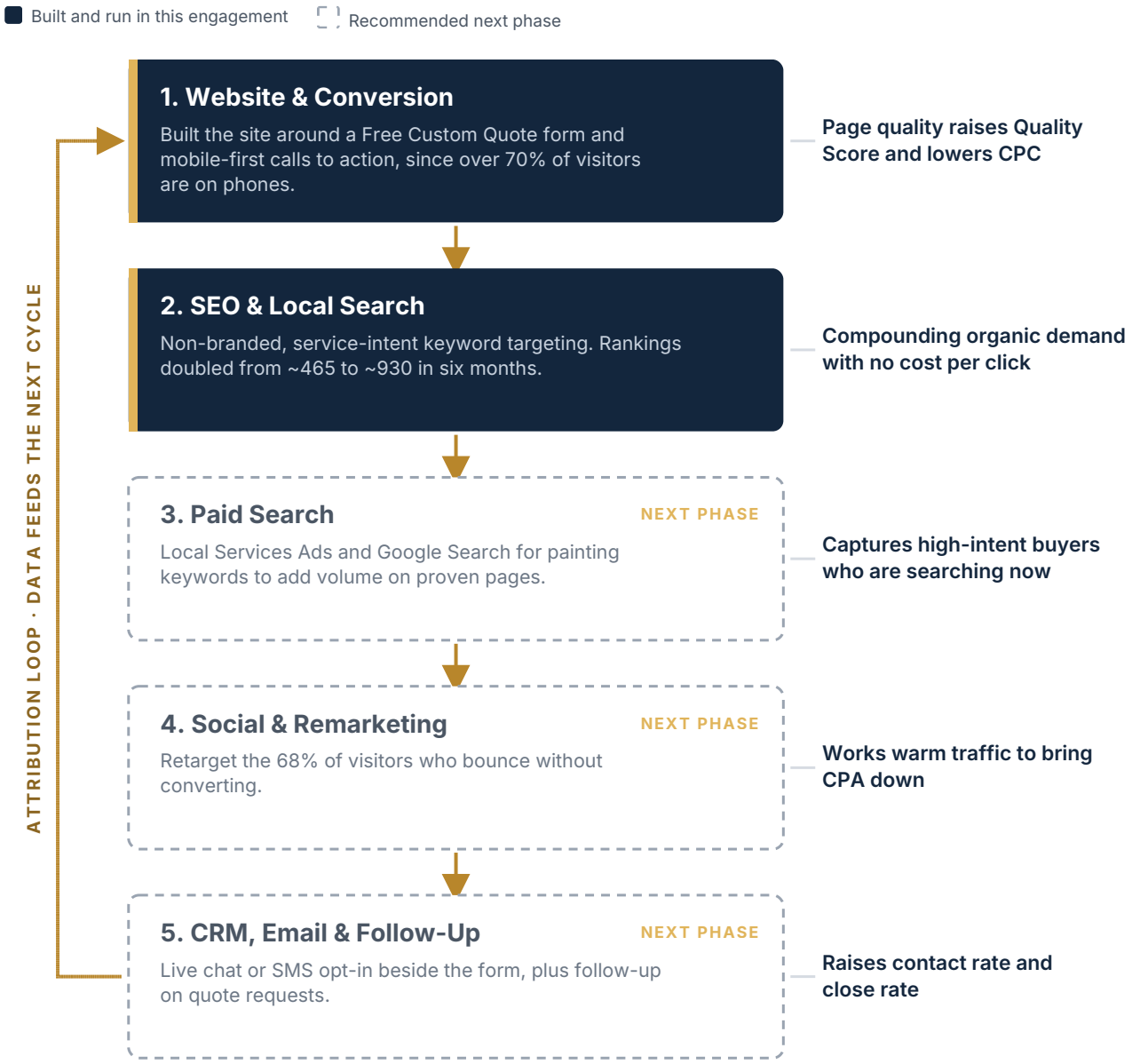


Google organic and direct traffic together delivered over 93% of all visits.

MY SYSTEM

One Funnel, Not Five Channels

This engagement proved the foundation of the system: a conversion-focused website feeding organic search. The paid and remarketing layers are the next step to scale on top of it.

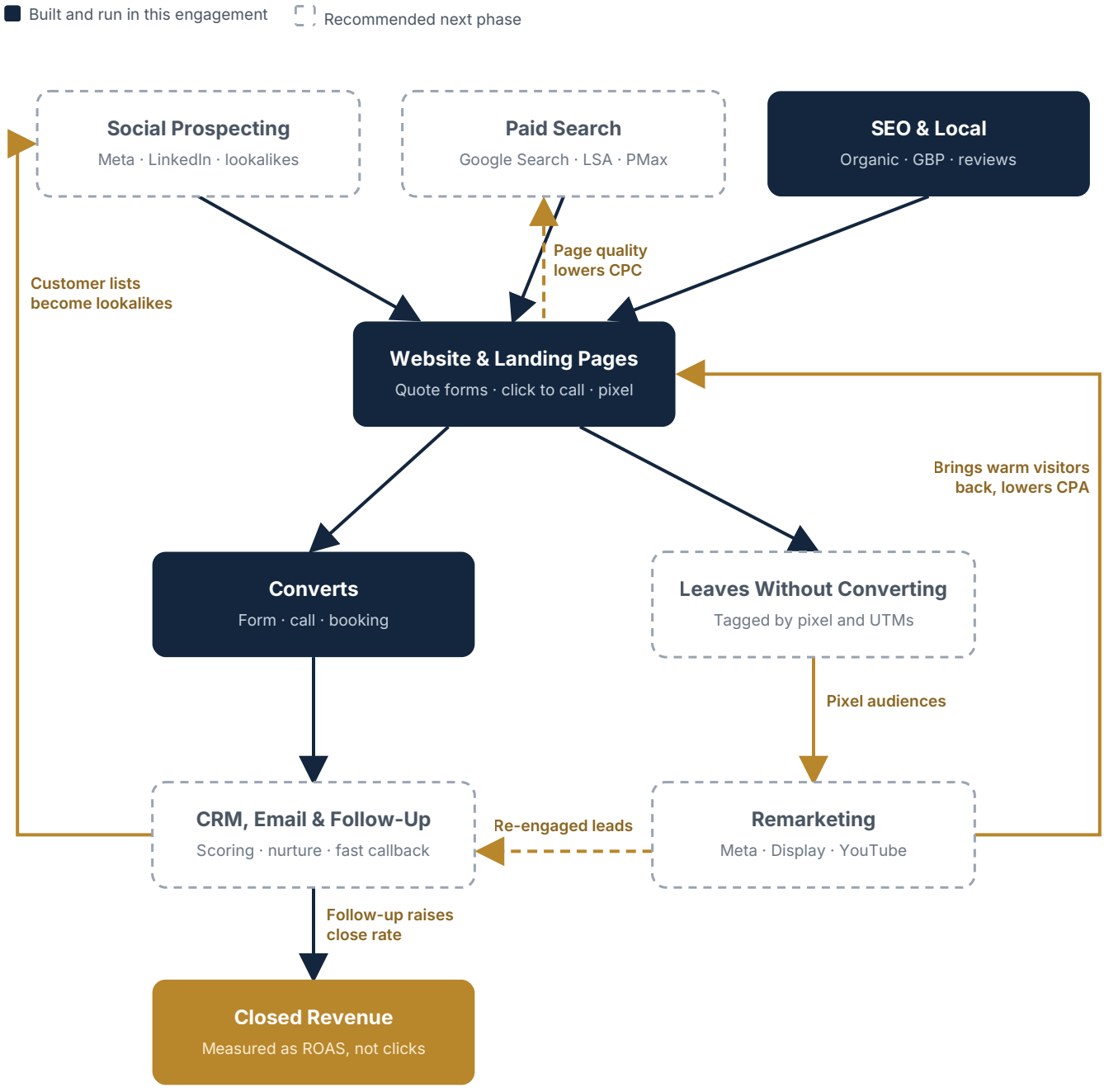


Every layer makes the next one cheaper. Results are read on revenue, not platform clicks.

THE WORKFLOW

How It All Connects

Traffic from every source lands on one website. Buyers who convert go into the CRM for fast follow-up. Visitors who leave are tagged and brought back through remarketing. Closed customers become lookalike audiences that find the next buyer.



- **Built:** organic search into a quote-form website that converts on mobile, producing 1,418 lead actions.
- **Next:** tag the 68% who bounce, bring them back with remarketing, and add paid search on pages already proven to convert.

MY PROCESS

How the Work Was Done

I start with the revenue target and reverse engineer the system needed to hit it. Strategy comes before spend.

1. **Start from the lead goal**
   The site had one job: produce quote requests. Every page was built to move a homeowner toward the **Free Custom Quote** form or a call.

2. **Build the conversion foundation**
   Clear service pages, a prominent form and click-to-call for a mobile-first audience, so traffic turned into leads instead of bounces.

3. **Target buying intent, not the brand**
   Optimized for non-branded searches like painting services in Philadelphia, the highest-quality traffic for lead generation.

4. **Compound organic over years**
   Seven years of steady on-page and local SEO grew the site to **110K+ visits** with no ad spend at all.

5. **Read the data, find the next lever**
   Tracked every lead action by type and source, and flagged the March 2026 Google Business Profile drop for an audit.

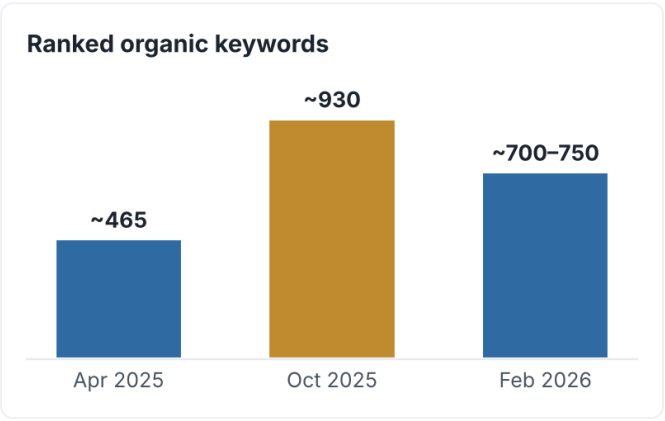
6. **Scale with paid on top**
   Next phase: LSAs, Google Search and remarketing layered on pages already proven to convert.

> **Every engagement:** three questions first (who is the customer, where are they in the buying journey, what moves them to the next step), a competitive audit before launch, diagnose before optimizing, and test one variable at a time.

Seven years, 110K+ visits and 1,400+ leads, almost entirely from organic search and zero ad spend.

02 · SEARCH GROWTH

Organic Momentum



Ranked keywords nearly doubled between April and October 2025, then settled in the 700 to 750 range through February 2026. Organic traffic peaked in November and December 2025.

- **Organic dominates:** 80,420 visits from Google organic.
- **Direct traffic is high quality:** lowest bounce rate and 3:42 average visits point to referrals and repeat customers.
- **Mobile-first:** form speed and UX on phones drive conversion.

SEO Metric	Value	Context
Organic keywords	584	Solid footprint for a local painter
Referring domains / backlinks	115 / 204	Growing link equity
Authority Score	8	Room to grow toward 20+
Google Business Profile	258 interactions	Peak December 2025, audit flagged March 2026
Paid traffic	$0	Untapped growth lever

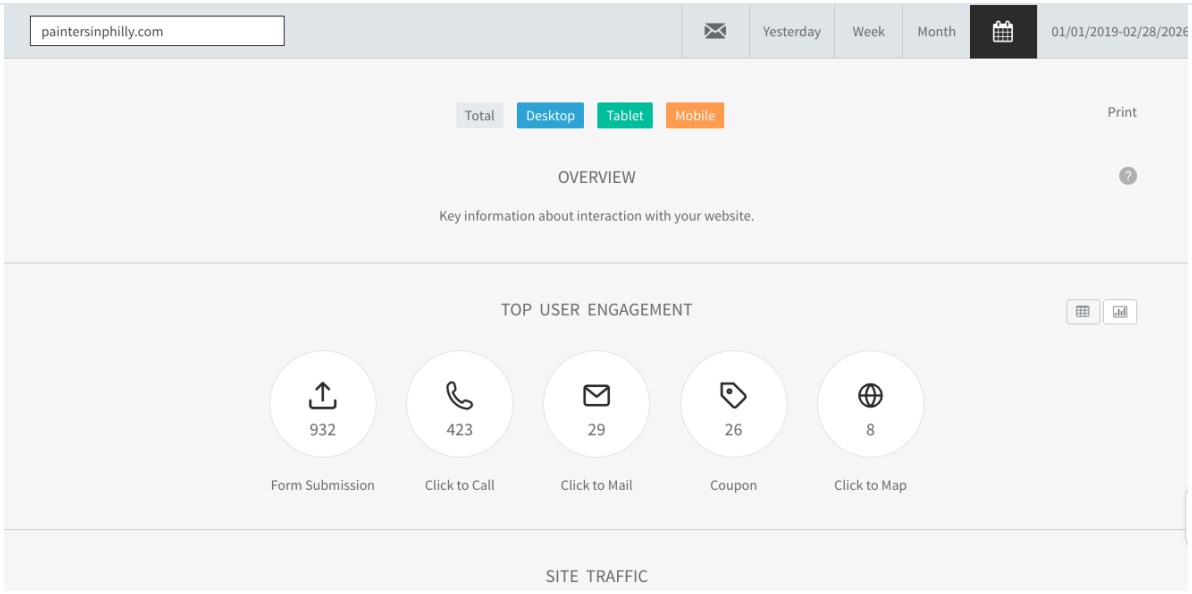
Next Phase Roadmap

Priority	Action	Impact
Urgent	Audit the Google Business Profile	Restore local calls
High	Launch Local Services Ads	Immediate lead volume
High	Build backlinks toward Authority 20+	Stronger rankings
Medium	Retarget bounced visitors	Recover high-intent leads

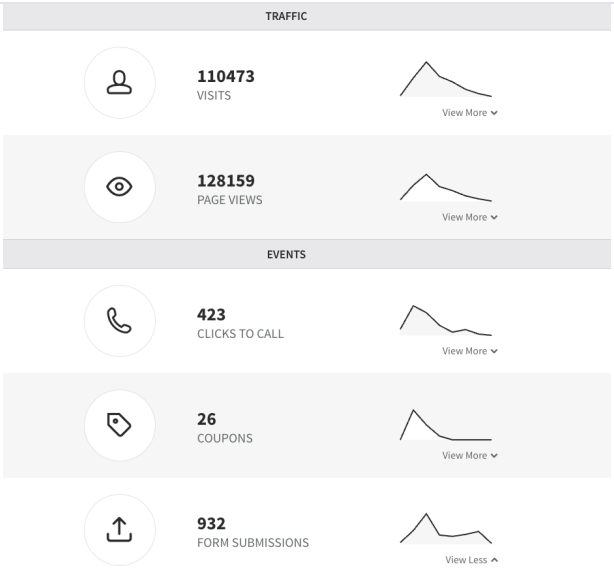
PROOF

Leads and Traffic, From the Dashboard

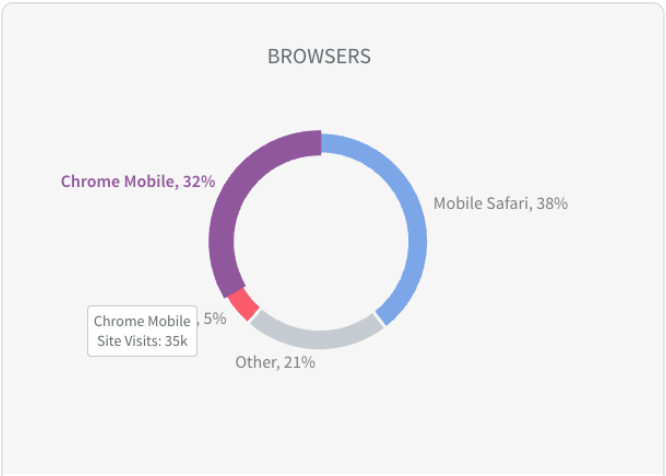
Raw screenshots from the site analytics behind the numbers in this case study.



1,418 lead actions: 932 forms, 423 calls, 29 emails, 26 coupons, 8 map clicks
Website analytics · Jan 1, 2019 – Feb 28, 2026



110,473 visits and 128,159 page views
Website analytics · Jan 2019 – Feb 2026



Mobile Safari 38% and Chrome Mobile 32% of visits
Website analytics, browser report

PROOF

Where the Visits Came From

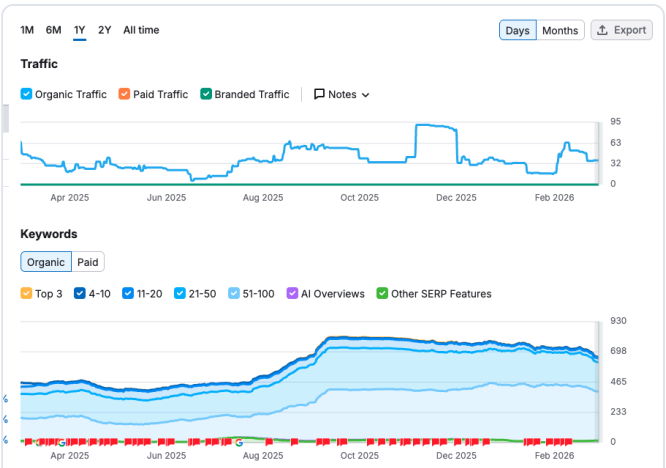
Google organic search drove nearly three-quarters of all traffic, and rankings doubled in 2025.

INDIVIDUAL SOURCE DETAILS

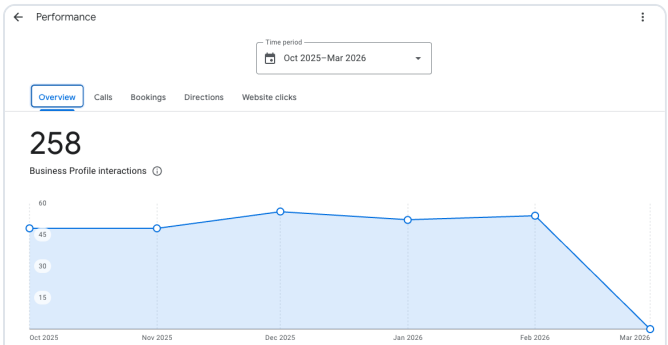
	Source of Visitors	Site Visits	Visitors	Bounce Rate	Page Views	Avg. Visit Duration
		110479(100…	105406(100…	68.32%	128159	00:01:36
1	Google/search	80420(72.79%)	76798(72.86%)	71.31%	89966	00:00:32
2	(direct)/(none)	23170(20.97%)	21896(20.77%)	56.77%	28395	00:03:42
3	com.google.android.googlequicksearc…	2700(2.44%)	2673(2.54%)	91.15%	3108	00:00:18
4	www.paintersinphilly.com/internal	909(0.82%)	847(0.8%)	39.27%	1995	00:20:15
5	Bing/search	535(0.48%)	527(0.5%)	72.71%	617	00:07:50
6	paintersinphilly.com/internal	485(0.44%)	468(0.44%)	29.48%	1153	00:02:19
7	DuckDuckGoL/search	432(0.39%)	421(0.4%)	79.4%	471	00:00:14
8	Facebook/social	306(0.28%)	305(0.29%)	69.28%	364	00:00:18
9	Yahoo!/search	291(0.26%)	277(0.26%)	62.89%	321	00:00:12
10	www.paintersinphilly.com/unknown	217(0.2%)	206(0.2%)	75.58%	263	00:00:28

Show Rows: 10 Go To: 1 1 of 18

Google organic: 80,420 visits, 72.79% of all traffic
Website analytics, source report · Jan 2019 – Feb 2026



Ranked keywords climbed to about 930 by October 2025
Semrush · Apr 2025 – Feb 2026



258 Google Business Profile interactions
Google Business Profile · Oct 2025 – Mar 2026

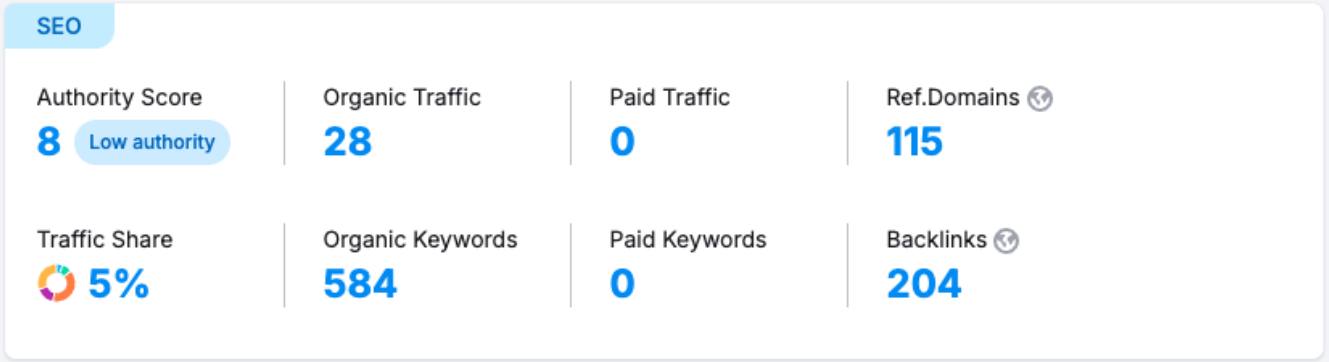
PROOF

The Website and Search Footprint

The quote-first homepage and the current SEO snapshot.



Homepage built around the Free Custom Quote form
paintersinphilly.com



Authority Score 8, 584 organic keywords, 115 referring domains, $0 paid
Semrush SEO snapshot

Semrush traffic estimates for local sites run far below actual visits; site analytics show 110,473 real visits.