

The SEO PRO in Action

The Client: Pacific Northwest Building Inspections

The Challenge: A website that was produced very little results

The SEO PRO Actions: A site redesign and extensive SEO

The Results:

- A 300% increase, year over year, in business from the Internet
- Increased brand recognition
- A site respected – and recommended – by industry peers

The Full Story:

“SEO is so instrumental,” says John Langmeyer, president of Pacific Northwest Building Inspections, “and that has been proven by the difference between my previous archaic site and the one that Aaron Yeagle and the SEO Pros built for my business.”

Langmeyer is a residential and commercial building inspector in the greater Seattle area. This industry is very populated and competitive, so it was a challenge for Langmeyer to get business from the Internet. In fact, Langmeyer’s original site brought in very little, if any, inspection work for him. “I got one to two leads a year from it. Now, the activity from the site is amazing, as I get two to three pieces of business a month from the Internet.” Langmeyer attributes this dramatic increase to the site’s redesign, and the SEO, which he says, “Aaron is an expert at. My site went from being buried deep within the back pages of Google to now being on the first page. The number of calls that I get has also increased, from one every six months before to now ten or 15 a month.”

For Langmeyer, the best part of his engagement with SEO PRO was that his part required very little effort, beyond providing competitor, geographic, and content input. “The best thing about the service that SEO PRO offers is that I don’t have to do anything,” notes Langmeyer. “Aaron does it all. In fact, when I hired Aaron, he and his team took charge immediately, asking me questions occasionally and then running with the information I gave them. The development of the site was effortless on my part.” Langmeyer adds, “The process was exciting, because things just happened, with the site build moving at a very steady pace.”

“I get compliments on the site design all the time,” says Langmeyer. “I’ve even done inspections for other web designers, including one from a very large software company based here in the Seattle area. They’ve all told me that they are very impressed with the site.”

Langmeyer feels that the copy, which was provided by a SEO PRO associate, distinguishes him from the competition. “Realtors refer work to me and they often tell their clients to go to my site,” says Langmeyer, “because it’s educational and helpful to their customers.”

Would you recommend the SEO PRO team to your colleagues?

“I would, without any hesitation, refer Aaron, because his works get results and for me, results means money in the bank,” comments Langmeyer. “I have been very impressed by Aaron – and his professionalism, knowledge of SEO, the ease of the engagement, and his fees, which are considerably lower than others and quite reasonable.” Langmeyer concludes, “And best of all, on an ongoing basis, I literally do nothing to my site, yet it continues to bring in business for me. “