

REBOOTING GROWTH THROUGH COHESIVE STRATEGY  
RE: SCREENMOBILE CORPORATION  
SEO + CONTENT + LINK BUILDING  
REDEFINE MARKETING GROUP



# CASE STUDY

# REBOOTING GROWTH THROUGH COHESIVE STRATEGY

## CLIENT NAME:

Screenmobile Corporation

## SERVICES:

SEO + Content + Link Building

## INDUSTRY

Home Improvement Services

## THE CHALLENGE:

Technical site issues hindered SEO performance

Limited resources to produce high-value blog content

Low authority obstructed organic search growth



## PROJECT BRIEF:

Screenmobile Corporation is the largest mobile screen repair service in the United States. As a franchise-based operation with 140+ locations, hundreds of franchisees' livelihoods depend on marketing support from their corporate offices.

At the start of the campaign, Screenmobile launched a new site with technical issues that prevented pages from appearing in search results. At the time, search traffic comprised a third of Screenmobile's online traffic share and was a key marketing channel for driving new business.

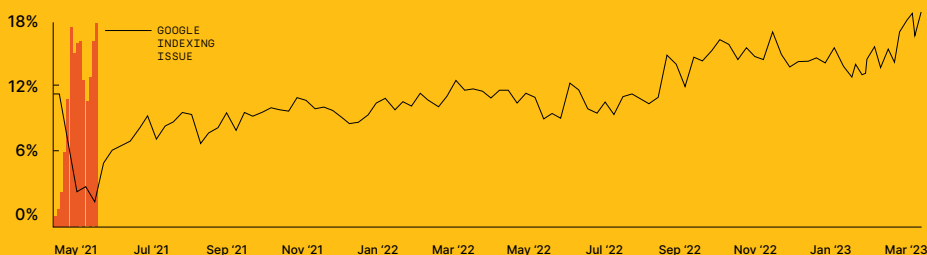
Screenmobile didn't have resources for an in-house digital marketing team and needed a team that could catch technical SEO issues harmful to their business, increase national brand awareness and generate leads for local franchisees.



## THE RESOLUTION:

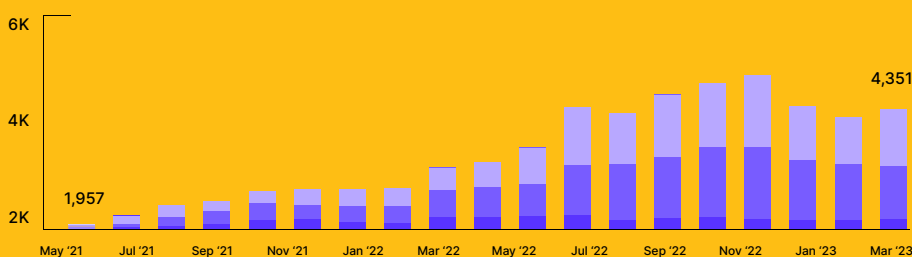
- + Establish a solid SEO foundation and clean up technical issues (doorway pages, slow web servers, etc.) that hindered the organic growth and authority of the Screenmobile domain.
- + With localized products and services, the team prioritized optimizations that catered toward the regional markets of 140 franchisees.
- + Produce weekly blog content that would build Screenmobile's authority among key product categories such as sliding screen doors, motorized screens, and security doors.

### ORGANIC VISIBILITY TREND + GOOGLE INDEX ISSUES

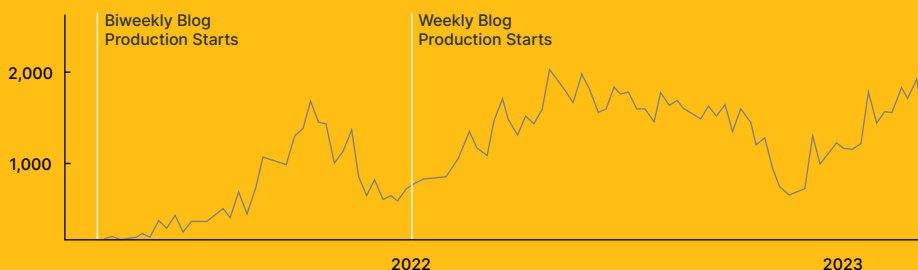


On May 2021, Screenmobile launched a new site that hindered indexation by Google. A few days after learning about the issues the Redefine team worked with developers that would change the new site's organic visibility.

### ORGANIC RANKINGS (LAST 2Y, PAGE 1 RANKINGS)



### ORGANIC BLOG TRAFFIC TREND



As part of our organic strategy, we recommended consistent blog content development as a way to build Screenmobile's authority and organic traffic in the home improvement and window screen repair niche.

**2,500+**  
MONTHLY BLOG SESSIONS

**+122%**  
PAGE 1 RANKINGS

**+108%**  
POS. 1 TO 3 RANKINGS

**+8.8%**  
GOAL CONVERSION RATE

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