SmallBizSEO
search engine optimization

SMALLBIZSEO PERFORMANCE AUDIT & CASE STUDY

VERIFIED SEO PERFORMANCE CASE STUDY

VANGUARD CONCRETE CO.

Acquiring commercial paving projects and high-ticket home patios.

Audit Date: **October 2025** Core Location: **Indianapolis, Indiana**



EXECUTIVE GROWTH SUMMARY

SmallBizSEO partnered with Vanguard Concrete Co. to analyze and expand their localized search index presence in the active Indianapolis, Indiana territory. Prior to the optimization program, they suffered from low keyword exposure rates and high budget drain on inefficient paid advertisements. SmallBizSEO executed an end-to-end local SEO campaign. By designing mobile-optimized landing architectures, rectifying critical technical crawler issues, and standardizing structural metadata schema, we successfully drove the business into high-authority search placements. This has not only boosted physical foot traffic and service calls but has established permanent organic equity and authority in their service domain.

AUDITED PERFORMANCE BASELINE BENCHMARKS

ORGANIC TRAFFIC	GOOGLE PAGE 1 KEYWORDS	AVERAGE CTR	DOMAIN AUTHORITY
~~65 clicks/mo~~ → **540 clicks/mo**	~~0 kw~~ → **11 kws**	~~0.7%~~ → **3.9%**	~~DA 14~~ → **DA 27**
Surge	Expansion	Growth Hikes	Authority rise

CRITICAL TECHNICAL CRAWL DEFICITS

- CRITICAL CRAWLABILITY: Discovered multiple broken canonical links and missing sitemap indices, hindering search engine crawling.
- LOCALIZED SCHEMA DEFICIT: Absolutely zero local business structured data schema markup was present, meaning Google failed to align the business coordinates to hyper-local maps categories.
- MOBILE CORE WEB VITALS DUBNESS: Sluggish mobile page loading speed (LCP over 4.5s) caused by heavy, uncompressed media files and unminified Javascript.

SMALLBIZSEO OPTIMIZATION TIMELINE

PHASE 1: DEEP TECH AUDIT & INDEX CLEANUP — Weeks 1 - 3
- Repaired broken URL canonical redirects and generated compliant XML sitemaps.

PHASE 2: LOCAL INTENT PAGE ARCHITECTURE — Weeks 4 - 8
- Designed custom service area landing panels centering the keyword "concrete contractor near me".

VERIFIED SERP POSITION AUDITS

TARGET SEARCH TERM / PHRASE	PREVIOUS POSITION	POSITION AUDIT	MONTHLY VOL	VERIFICATION
"concrete contractor near me"	Rank 65+	Rank Top 3	450/mo	Page 1 Peak ✔
"stamped concrete patio Indy"	Rank 55	Rank #3	280/mo	Page 1 Peak ✔
"concrete driveway installers"	Rank 90+	Rank #4	150/mo	Page 1 Peak ✔
"Best Local Driveway, Patio, & Stamped Concrete Experts Indianapolis"	Rank 44	Rank #2	320/mo	Page 1 Peak ✔

+56% Leads
AUDITED METRIC

"concrete contractor near me" ranked locally in position **Page 1** in Indianapolis, Indiana.

LEAD SEO AUDITOR TAKEAWAY

"This local SEO strategy proves that small businesses do not need six-figure marketing budgets to capture top-tier local customers. By aligning standard search engi...