

Before Effective Search Engine Optimization

Who Is Comfort Floorings

Comfort Floorings provides cabinets and residential flooring to construction outfits and local residents in the Utah County area. They specialize in providing building materials for remodeling large apartment complexes.

Problem Comfort Floorings Was Facing

Comfort Floorings had very little organic visibility for keywords related to “Luxury Vinyl Planking” and “Luxury Vinyl Tile”. Before getting started with Amplify Lite, Comfort Flooring wasn’t ranking within the first 9 pages of Google for their core keywords.

Why Comfort Floorings Chose Amplify Lite

Missing The Mark

Comfort Floorings had tried working with other digital marketing agencies without success. They were looking for a company that had well established onboarding, fulfillment, and reporting processes. After learning about how Amplify Lite would improve their website’s performance, it was an easy decision to try the service.

Results After Engaging with Amplify Online

Successful Implementation of Local SEO

After three months of working with Amplify Online, there was a significant improvement in Comfort Floorings’ organic rankings. They moved from the 100+ position for terms like “LVT American Fork”, “LVP American Fork”, and “What Is LVP American Fork” to the top 3 positions of Google. This dramatic change in keyword placement has made a huge difference in the number of new organic leads and clients.

| KEYWORD | GOOGLE | GOOGLE CHANGE ▾ |
|--|------------------|-----------------|
| ☆ what is lvt american fork | 3 rd | ▲97 |
| ☆ lvt american fork | 3 rd | ▲97 |
| ☆ lvt flooring reviews american fork | 6 th | ▲94 |
| ☆ lvp american fork | 6 th | ▲94 |
| ☆ cost of lvt installation american fork | 7 th | ▲93 |
| ☆ lvt vs lvp american fork | 15 th | ▲85 |
| ☆ lvt tile american fork | 8 th | ▲55 |
| ☆ lvt vs laminate american fork | 6 th | ▲26 |