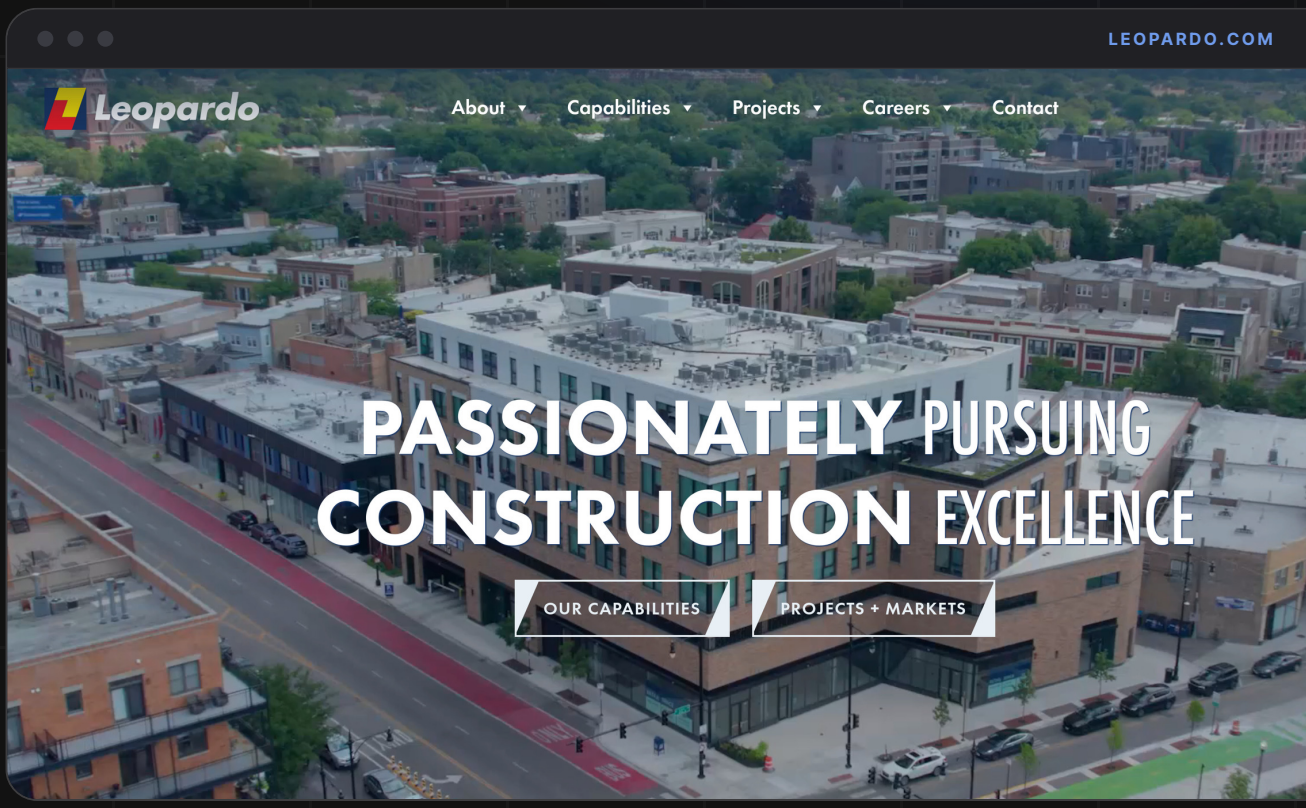
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SEO PORTFOLIO

Construction SEO, mapped to *win* bids

Technical, on-page and local SEO audit for a US commercial builder working across office, retail and aviation.



THE PROBLEM

A deep project library was not turning into enquiries. The goal was stronger visibility for commercial searches and more qualified bids through Google.

WHAT I AUDITED

Five areas, one plan

The audit followed the pages a developer reads before inviting a builder to bid.

1 **Full Sitemap Audit**

All 778 URLs, including 316 project pages, 274 blog posts and 18 market pages.

2 **Crawl and Index Review**

Crawlability, indexing and site architecture checked end to end.

3 **Sector Keyword Targeting**

Targeting sharpened for office, retail and aviation construction.

4 **On-Page Structure**

Title tags, H1 structure and internal linking reviewed page by page.

5 **Image Optimisation**

Homepage images audited for alt text, with 29 of 30 already covered.

PLATFORM & SCOPE

WordPress · Technical SEO · On-Page SEO · Local SEO

MEASURED RESULT

The result, in numbers

+20%

more qualified enquiries

Measured over the nine months after the fixes shipped, against the nine months before.

778
URLs audited, project pages to market pages

9 months
From the first fix to the measured result

1,100+
Ranking keywords, third-party estimate

Audit findings

5 areas reviewed

- **778 URLs audited**
  316 projects, 274 posts, 18 markets
- **Crawl and indexing reviewed**
  Architecture checked end to end
- **Sector keywords mapped**
  Office, retail and aviation
- **On-page structure reviewed**
  Titles, H1s and internal links
- **Homepage images audited**
  29 of 30 carry alt text

Want this audit on your site?

Send me your domain and I will show you the first three fixes I would make.

Message me on Upwork →