



Superior Groundcover

Superior Groundcover is a company in Grand Rapids, MI that offers sand, soil, stone, bark & mulch installation services throughout Michigan and the Midwest.

The Problem

Superior was not getting any leads from their website for specific service areas, including; beach sand, stone installation, and hydroseed. Their site produced a lot of mulch service requests, but not any for these service areas.

The Solution

We performed keyword research to identify the way people search for these services. By understanding their customer and how they self-educate, we produced content that attracted them to Superior's website and made them the authority in the beach sand, stone, and hydroseed space not just locally, but nationally. Specifically, Superior became so busy with stone installation services from leads produced via search engines that they bought a new stone throwing truck.

“Whatever you are doing with Google, keep it up. We had eight calls today just for stone installation services.”

- Titus, Owner

The Results

Updated: September 2020
YTD Statistics

506%

Organic search traffic increase compared to previous year

566

Organic goal completions over time period

115%

Organic goal completion increase compared to previous year