SHILABS DIGITAL

# 11-Month SEO Sprint

That Drove Top 10 Rankings and Strong Organic Growth

Client Website - builderprime.com

## Client Profile

BuilderPrime is a contractor-focused CRM trusted by home improvement businesses across the US. They rely heavily on organic visibility to capture high-intent leads searching for contractor CRM and construction software solutions.

BUILDER PRIME

## 1. Keyword Growth Overview

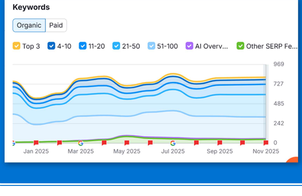
Over the course of 11 months, we targeted 25 strategically selected keywords aimed at improving BuilderPrime's visibility across high-intent search queries in the contractor CRM and construction technology space. Through continuous optimization—including content enhancement, on-page improvements, technical SEO, and authority building—15 out of the 25 targeted keywords now rank within the Top 10 positions on Google.

This significant leap in keyword positioning highlights strong relevance signals, improved E-A-T, and increased overall topical authority.

| Keywords | USA | | Difference |
|---|---|---|---|
| | Initial Ranking | Current Ranking | |
| WORKING KEYWORDS | | | |
| siding contractor software | 100 | 1 | 99 |
| home improvement crm | 45 | 1 | 44 |
| software for flooring companies | 100 | 1 | 99 |
| flooring industry software | 100 | 1 | 99 |
| best crm for home improvement | 50 | 2 | 48 |
| client relationship software | 100 | 2 | 98 |
| painting contractors software | 100 | 2 | 98 |
| pool estimating software | 90 | 3 | 87 |
| best remodeling crm | 100 | 3 | 97 |
| painting company software | 100 | 7 | 93 |
| rocket estimate | 100 | 9 | 91 |
| market sharp crm | 80 | 9 | 71 |
| builders crm software | 100 | 9 | 91 |
| general contractor crm | 56 | 10 | 46 |
| flooring contractor software | 100 | 10 | 90 |

## 2. Keyword Growth Graph – Summary

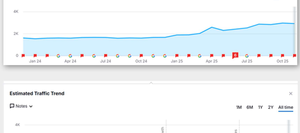
The keyword growth trend demonstrates a consistent upward trajectory, showing how targeted keyword clusters gradually climbed from mid-page positions to top-of-page rankings. This growth indicates the success of long-term SEO activities such as content refinement, optimized internal linking, strategic schema implementation, and competitive gap analysis. The movement toward top positions directly contributed to sustained increases in impressions, clicks, and conversions from organic search.




## 3. Organic Traffic Progression – Summary

Organic traffic has shown substantial improvement throughout the 11-month period. Initial baseline organic sessions grew steadily as keyword rankings improved, with more pages gaining visibility on SERPs. As BuilderPrime's domain authority strengthened, the website began capturing more qualified traffic from commercial-intent searches, leading to measurable increases in inbound leads.

The clear upward trend in organic sessions illustrates the impact of technical fixes, content updates, and backlink acquisition on search performance.



## 4. Backlink Acquisition – Summary

A critical component of the SEO strategy was improving BuilderPrime's authority through high-quality backlink acquisition. This included outreach, digital PR activities, and the creation of link-worthy content such as expert insights, partner features, and resource-based articles. Over the 11-month engagement, the backlink profile saw significant enhancement, contributing to both higher trust signals and improved keyword performance.

## 5. Editorial & Earned Backlinks – Summary

BuilderPrime earned **editorial mentions and authoritative backlinks** from reputable platforms, including publications, software marketplaces, industry blogs, and integration partners. These placements were not paid; they were organically secured through strategic positioning and high-value content.

**Some notable earned backlinks include:**

**1. News Ramp :** https://newsramp.com/curated-news/builder-prime-and-para-digm-vendo-transform-window-door-contracting/fa9f363274e72a09b91e7818c6436d73

**2.Access News wire:** https://newsramp.com/curated-news/builder-prime-and-para-digm-vendo-transform-window-door-contracting/fa9f363274e72a09b91e7818c6436d73

**3. Reno works:** https://www.renoworks.com/contractor-resources/the-20-best-crms-for-contractors-and-construction-businesses-in-2025/

**4. Adalo:** https://www.adalo.com/posts/app-for-contractors

## 6. Timeline of Results (Work Started: Dec 2024)

| Month | Activities | Real Result (From Your Graphs) |
|---|---|---|
| Dec 2024 | Project kickoff, technical audit, content gap analysis, keyword mapping | Baseline: Traffic around 1.8K, total keywords ~500 |
| Jan–Feb 2025 | Technical fixes, on-page optimization, first content pieces published | Traffic crosses ~2K, early keyword movement begins |
| Mar 2025 | Initial backlinks + topic clusters rollout | Keyword positions improve (11-50 range showing growth); traffic rises slowly |
| Apr–May 2025 | Strong authority link building + high-quality content push | Major spike: Traffic jumps to ~2.6K, many keywords move into Top 10 |
| Jun 2025 | Competitor gap fixes + internal linking + SERP feature optimization | Traffic stabilizes around 2.7K, increase in Top 3 / Top 10 keywords |
| Jul–Sep 2025 | Consistent link velocity + content refresh | Traffic moves towards 2.8K-2.9K, keyword total climbs steadily |
| Oct–Nov 2025 | Authority reinforcement + high-intent content | Traffic reaches ~3K, total ranking keywords reach ~969 |

## Conclusion

In 11 months, BuilderPrime moved 60 percent of targeted keywords into the Top 10 and strengthened its authority with quality editorial backlinks. Paired with technical fixes and content improvements, this led to steady organic traffic growth and stronger visibility across high-intent searches.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