

CASE STUDY

Jade Mountain Builders

Jade Mountain Builders is known for creating some of the most stunning, sustainable homes in the country, where craftsmanship meets artistry. Their work speaks volumes in person; however, they needed a website that could show off their work, drive bigger projects, and be optimized for SEO. Like many custom home builders, their site didn't reflect the grandeur of their builds, and lacked the unique story that sets them apart from their competition.

It became key for us to share the depth of detail, the values, and the vision that set Jade Mountain Builders apart. With our comprehensive design strategy supported by a detailed marketing plan, we were able to help Jade create a website that they are excited to show to potential clients, which will inevitably win bigger projects.



PROJECT GOALS

- 1 Create a great website that shows the full capability of their work and attracts the right clients.
- 2 Develop a comprehensive marketing strategy for achieving their growth goals.
- 3 Execute a custom SEO plan that optimizes content with target keywords and provides monthly reports on traffic and ranking



OUR MISSION

Jade Mountain Builders aren't like other builders.

They've set themselves apart with their portfolio of fully custom homes constructed with ecological respect and care for the land itself.

Our goal was to convey this mission to prospective clients, letting their work shine in a way that reflected their pride in their projects, along with generating even bigger builds down the road. We know custom builders, and our team of marketing experts, project managers, web designers and developers pooled their resources for a 360° approach to constructing their site. We implemented the same careful consideration Jade does in their own builds to design a website that not only showcases their unique approach to building, but also drives measurable business impact.

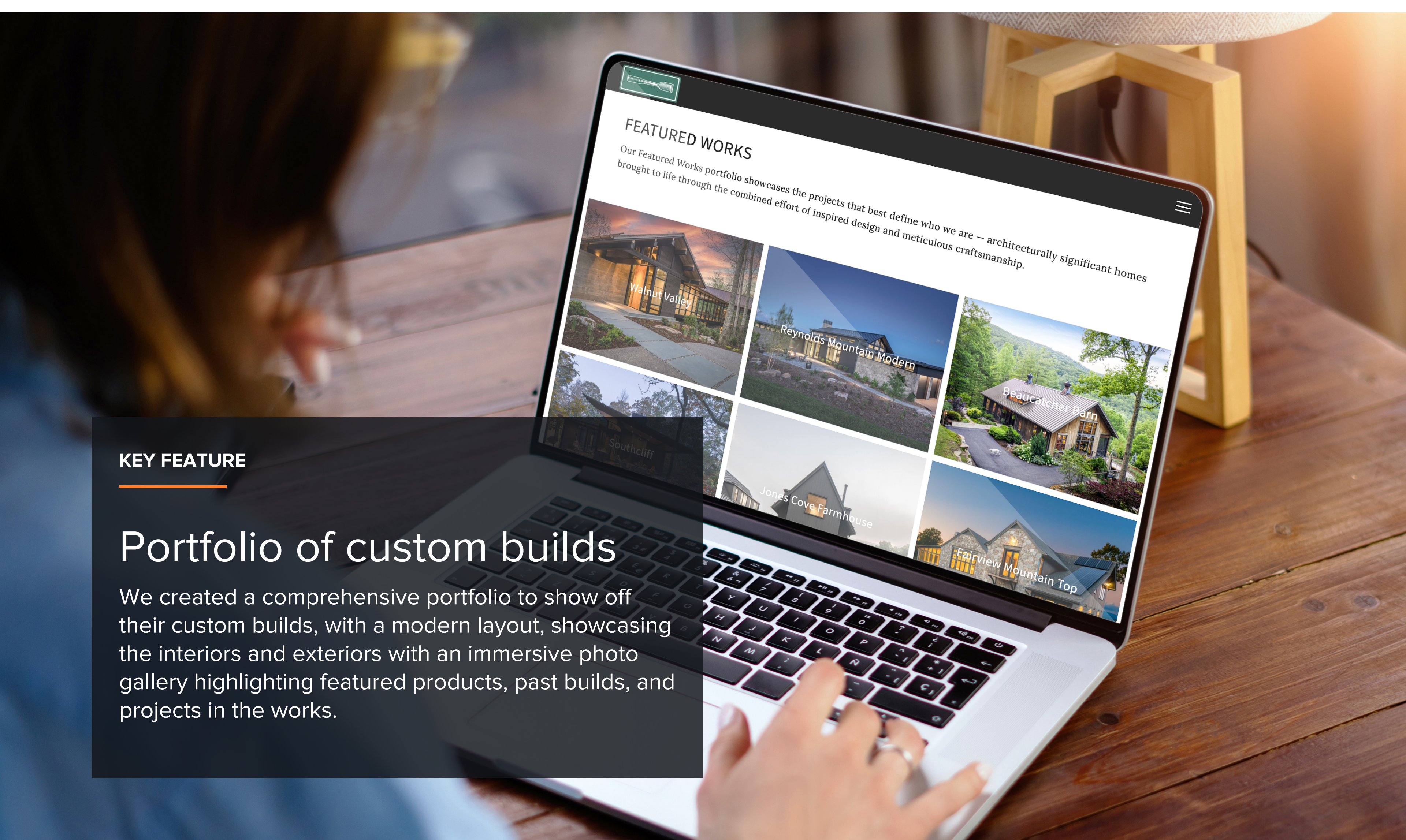
The new site, along with a dedicated marketing plan, improved search visibility, streamlined the client journey, and attracted more qualified leads, giving Jade Mountain Builders a digital foundation as strong as the homes they build.

KEY FEATURE

Organic SEO

We will work to find the best keywords and organic opportunities for Jade Mountain Builders to rank higher than their competition, including:

- + Optimizing blog posts with the target keywords.
- + Tagging images.
- + Technical SEO audit to check the site for errors.
- + Optimizing portfolio items with target keywords .
- + Monthly report of keyword ranking and website traffic.
- + 2 backlinks a month.



KEY FEATURE

Portfolio of custom builds

We created a comprehensive portfolio to show off their custom builds, with a modern layout, showcasing the interiors and exteriors with an immersive photo gallery highlighting featured products, past builds, and projects in the works.

ONGOING SERVICES

We are working with the client to continually enhance the website's design and onsite optimization to improve organic ranking through keyword research, monthly audits of on-site content and performance, optimizing the client's monthly blog posts, performing technical audits and managing a link building campaign.