



# APPALACHIAN

Marketing & Media

**Arranged by**

Appalachian  
Marketing & Media

**Prepared for**

Crabtree's Carpet  
& Flooring

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# Search Engine Optimization Report

Tracking Your SEO Progress



# Overview Of Changes Made

Progress and  
Performance  
Report



## On-Page SEO

On-page SEO is about making a web page more visible on search engines. This involves optimizing elements like titles, headings, content, and images. By doing so, businesses can improve their visibility and attract more relevant traffic to their website.



## Off-Page SEO

Off-page SEO is all about making a website look trustworthy and important to search engines. This means building a good reputation and showing that other websites think your site is relevant. When you do that, your website gets better rankings, more people visit it, and your brand becomes more well-known and trusted.



## Technical SEO

This includes optimizing website speed, addressing broken links, and ensuring easy accessibility for search engines, leading to improved rankings and increased website traffic.



# Service Area Pages

## Importance of Updating Service Area Pages:



Updating Crabtree's Carpet & Flooring's service pages was essential to improve their website's performance. The pages previously focused only on the towns that were serviced. We recognized the need to enhance these pages by including information about Crabtree's flooring services and how they can assist customer.

**This update holds significant importance for the following reasons:**

### Addressing Customer Needs



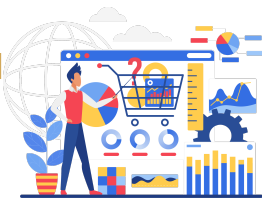
Including comprehensive information about flooring services allows customers to understand how Crabtree's can meet their specific needs. Highlighting various flooring options, installation, and maintenance services empowers customers to make informed decisions.

### Improved Search Engine Visibility



Optimizing the service pages with targeted keywords and valuable content enhances search engine visibility. This increases organic traffic and attracts qualified leads to Crabtree's Carpet & Flooring.

### Showcasing Expertise and Authority



By providing valuable insights and explanations about flooring options, installation, and maintenance, Crabtree's establishes itself as an industry expert. This builds trust, credibility, and customer loyalty.



# Example of Service Area Change - Greenup, KY

## Before

Instead of addressing real problems, the page just talked about the community.

The city of Greenup, KY is located on the south bank of the Ohio River just across the border between Kentucky and Ohio. This lovely city in Eastern Kentucky has a lot to offer by way of beautiful parks, lovely scenery, golf courses, rich history and more! Much of the population in Greenup are homeowners and there is a lively retirement community here. Greenup, KY offers rural hometown feel which residents here need love. One of the star attractions in Greenup, KY is the Jesse Stuart State Nature Preserve. Author Jesse Stuart left many acres of land to the state of Kentucky, he wanted people to be able to continue to fall in love with the sites that he wrote about in his books. At the Jesse Stuart State Nature Preserve there are lovely hills and hollows for hiking and exploring. You can hike around and bird watch here at the preserve, people love to come and explore. One of the great opportunities here at Jesse Stuart State Nature Preserve is that local groups offer tours, so you can really get a feel for the landscape and learn more about Jesse Stuarts work. Another highlight of the area of Greenup, KY is Greenbo Lake State Park. At Greenbo Lake State Park there is no shortage of activities to enjoy. You can stay at the resort lodge which features 36 private guest rooms, you can also reserve an RV or tent camping site. Once you have booked your stay, you can enjoy biking, boating, and birding. There are stunning mountain views here at Greenbo Lake State Park and you can also enjoy hiking through the beautiful mountains. While on the lake canoeing, kayaking and fishing are also fun activities that the whole family will enjoy. At the resort you will also find a pool and basketball court. This is a must do activity if you're visiting the area around Greenup, KY.

There are other fun attractions to see here in Greenup, KY. Greenup has a few of the last covered bridges in all of Kentucky, which are so fun to look at. There is also the Greenup County War Memorial where you can learn about the history of the American Army. All in all, you will find an abundance of activities here in Greenup, KY. Whether you're stopping for a visit or staying long term there is a lot to explore here.

Greenup, KY is a great community to put down roots in. Much of the community here is retired and it is a great place to settle down. Crabtree's Carpets & Flooring is a local flooring store, we are experts in flooring and can offer valuable knowledge about the best floors for your Greenup, KY home. We have a wide range of flooring options and can consult you on the best options for your life and style. Whether you are looking to settle down in Greenup or invest in property so others can come and enjoy what this Ohio River town has to offer, Crabtree's Carpets & Flooring has a lot to offer this community and we look forward to working with you.

## After

All 8 Service Area pages have been updated to provide real value to potential customers.

## High-Quality Flooring Solutions for Greenup, Kentucky

Crabtree's Carpet & Flooring is a one-stop-shop for all your flooring needs. Whether you're looking for a new carpet installation or a complete flooring renovation, Crabtree's Carpet & Flooring has you covered. Our wide selection of flooring options includes hardwood, vinyl, tile, and more. At Crabtree's, we understand that proper installation is key to the longevity and beauty of your flooring. With years of experience in the industry, Crabtree's team is dedicated to delivering the highest-quality flooring installation services in the area. Crabtree's Carpet & Flooring is the perfect choice for all your carpet and flooring needs. [Contact us](#) today to learn more about our services.

## Our Carpet and Flooring Services

In addition to our wide selection of flooring options, Crabtree's Carpet and Flooring also offers a range of additional services to ensure our customers have the perfect flooring solution for their homes or businesses. Our binding experts and artisans can create beautiful unique custom-sized area rugs with an expert finish. We also provide installation services for all of our flooring products, ensuring a perfect finish and long-lasting durability. Our expert team is the best in the Greenup, KY area when it comes to flooring and carpet installation. Our epoxy services provide a durable, non-slip surface that is perfect for highly-trafficked areas. Whether you need flooring solutions for your home or business, Crabtree's Carpet and Flooring has the expertise and experience to help you create a space that is both beautiful and functional. [Contact us](#) today to learn more.

# Main SEO Changes

## Description of Change and Why It's Important



### Adding Alt Text To Images



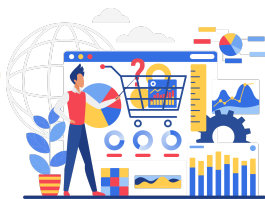
Alt text provides a concise description of images. It improves SEO by providing context to search engines and increasing the website's visibility. Alt text enhances the user experience by ensuring understanding even when images fail to load.

### Adding Links to Internal Pages



This improves navigation, user experience, and engagement by allowing visitors to easily explore relevant pages. Internal linking aids search engines in discovering and indexing content efficiently, boosting visibility in search results.

### Ranking For Relevant Keywords



Focusing on relevant keywords allows the website to attract users actively searching for flooring solutions or related services. By optimizing the website for specific keywords that align with Crabtree's offerings, the chances of attracting potential customers significantly increase. On the other hand, targeting any keywords without relevance may lead to irrelevant traffic that is unlikely to convert.



# Examples of These Changes:

## Adding Alt Text To Images

Pages with images missing alt text 141	Images missing alt text 267
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Before

Pages with images missing alt text 67	Images missing alt text 118
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After

\*Optimized and added Alt Text to more than 80 pages.

## Adding Links to Internal Pages

One of the first things to consider when selecting [hardwood flooring](#) is the type of wood. There are many options available, including oak, maple, cherry, and walnut. Each type of wood has its own unique characteristics and can add a different look and feel to a room.

[Installing hardwood flooring](#) can be a big investment, but it can also be a smart one. Hardwood floors are durable and can last for many years, even with heavy foot traffic. They are also easy to clean and maintain, making them a practical choice for busy families.

\*Adding external links can lead potential customers to other parts of your website.

## Ranking For Relevant Keywords

<input type="checkbox"/> ✓ <a href="#">carpet stores near me</a>	0	60 → 59	▲1
<input type="checkbox"/> + <a href="#">indoor stone flooring</a>	0	x → 76	New
<input type="checkbox"/> + <a href="#">vinyl plank flooring cold temperatures</a>	0	x → 14	New
<input type="checkbox"/> + <a href="#">carpeting store near me</a>	0	x → 54	New

\*We previously were not ranking for these keywords that are relevant to Crabtree's.







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## Questions & Information



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