COLLECTIVE ALTERNATIVE

Case Study: Justin Dorsey Plumbing

The Challenge:

Justin Dorsey Plumbing has provided trusted 24/7 residential and commercial plumbing services across Indianapolis for over 30 years. In 2021, they partnered with CA to improve digital visibility and generate more leads through organic search.

Before working with CA, they faced growing competition, limited visibility in key areas, poor local search rankings, and a website not optimized for mobile or search engines—challenges that hindered their ability to capture new business.

Our Results:

To elevate digital performance, CA overhauled Justin Dorsey Plumbing's website to improve speed, user experience, and mobile responsiveness. They also launched a local SEO strategy focused on increasing visibility in competitive service areas.

CA optimized geo-targeted keywords, ensured consistent business listings, and developed value-driven blog content that engaged users while boosting domain authority. These efforts attracted more qualified traffic, improved local search rankings, and ultimately led to stronger lead generation and increased conversions.

They Saved $1.5 Million in Backfill Costs

Increased Engagement:
Organic Traffic Increased +69% in 2024

Increased Keywords:
Total number of keywords increased from 800 to 1,100.

Your Turn To grow:

If your business needs a marketing partner that understands your brand and earns your trust, we're ready to help. Let's build your success story together.

Let Collective Alternative help you tell your story and transform your brand.

Book your marketing strategy session TODAY!