



SEO Case Study

Mattino Developments

Who is Mattino Developments

Mattino Developments Inc. has been building exceptional quality new homes of all styles throughout the Ottawa, Ontario region, and in Gatineau Quebec since 1989.



Project Overview

Website design

The original Mattino website had been in operation for a number of years but had been severely penalized by Google due to toxic links, broken links and out dated technology. Creation of a new mobile friendly website with properties segmented by location and by type helped users to find what they were looking for faster. A better page layout and better designs with property diagrams and elevations has helped to increase conversions.

SEO

Complying with Google's Onsite Best Practices and engineered for Google bot's maximum readability including micro structuring data, we ensured that Mattino Developments onsite and offsite elements were optimized for maximum search engine rankings.

✓ Some of the website design & build factors we looked at:

- Industry and competitive analysis
- Analytics & conversions
- Technology
- Ease of use for the client
- Load time
- Mobile usage
- Use of imagery and a brand lift

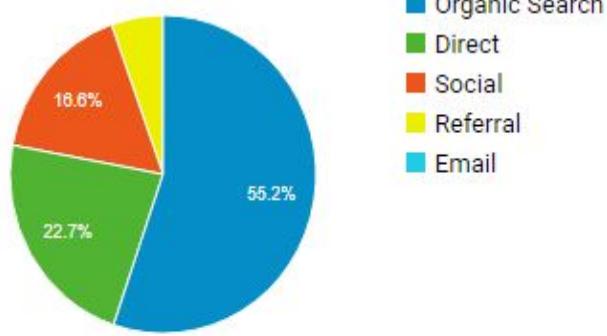
✓ Some of the SEO factors we looked at:

- Information / Content architecture
- Internal Linking Architecture
- Balance Keyword and Internal Link Dilution
- Keyword Opposition Benefit Analysis
- Micro Data Structuring
- Page Titles and Descriptions
- Keywords around internal hyperlinks

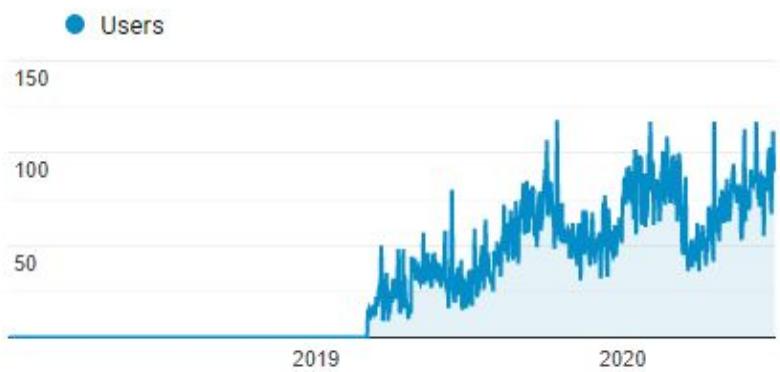
Performance

Audience Overview

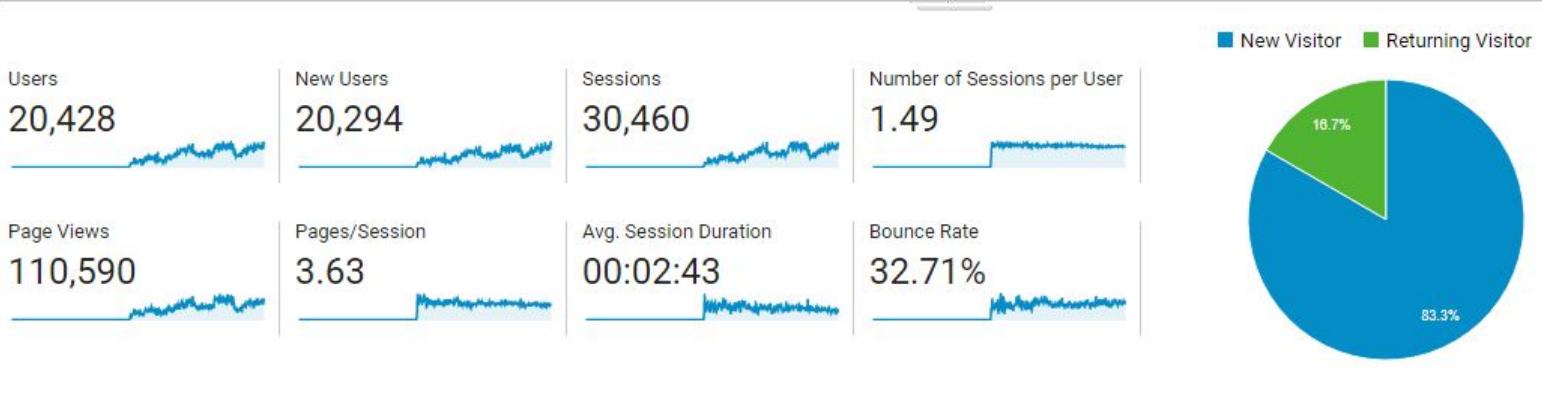
Top Channels



Users



Visitors





RESULTS (OVER 24 MONTHS)

- OVER 9647 UNIQUE ORGANIC VISITORS
- BOUNCE RATE DECREASED BY OVER 30% WITH 110K PAGE VIEWS
- AVERAGE OF 8 QUALITY ORGANIC LEADS PER WEEK
- DA (Domain Authority) INCREASED FROM 1 TO 12 (exponential)

The screenshot shows the Mattino Developments Inc. website. The header features the company logo and navigation links for 'Homes', 'Communities', 'About Us', and 'Contact Us'. A large image of a modern kitchen and living room is the central focus. The footer contains links for 'Our communities' (Carp, Aylmer, Quebec, Barrhaven, Kanata, Greely), 'Helpful links' (Tarion Home Warranty), and 'Contact Us' (Ottawa, Kanata and Greely sites, Sales rep. Dabney Kulack, Tel: 613-440-3967, Fax: 613-440-3967, Email: dabney@mattino.ca; Gatineau, Aylmer sites, Phone: (613) 684-7978, Fax: (613) 682-7557). A copyright notice at the bottom left reads: © 2020 Mattino Developments Inc. Ottawa & Gatineau's premier new home builder.

Summary



The newly optimized website generated 1000% more leads within the first 6 months of launching the new site. By creating site-wide enhancements with the user in mind, the goal completion rate increased by 100%. User engagement also improved: increasing average session duration by 100%, decreasing bounce rate by 32%, and increasing unique page views by 100%. Through onsite and offsite optimization, Mattino Developments was able to increase quality leads organically without the use of any paid campaigns.

