

Design Industries

From Zero Online Presence to Page 1 Dominance — and Holding for 14+ Years

AT A GLANCE

26 Pages Built from Scratch	0→1 Google Page Ranking	Top 3 Bay Area Rankings	6 mo To Page 1 Rankings	14+ Years Holding Rankings
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THE CHALLENGE

A Great Company That Nobody Could Find

Design Industries had everything a business needs to succeed — quality craftsmanship, experienced crews, and a solid reputation built through word-of-mouth referrals in the Fresno and Madera area.

What they didn't have was a single square inch of online real estate. No website. No Google listing. No directory profiles. When potential customers in the Central Valley — or as far as the Bay Area — searched for precast concrete walls, Design Industries was completely invisible.

In an industry where contractors and developers increasingly research vendors online before picking up the phone, that invisibility was costing them real business every single day.

OUR APPROACH

Build It Right. Build It Once. Make It Last.

We didn't throw up a quick five-page brochure site and call it a day. We built a comprehensive 26-page website designed from the ground up to answer every question a buyer might have — and to give Google every signal it needs to understand exactly who Design Industries is and what they do.

Every page was strategically planned around real keyword research. Every word was written to serve both the human reader and the search engine. Technical SEO was baked in from day one, not bolted on as an afterthought.

The goal wasn't just to get them ranking. It was to build a digital foundation strong enough to hold those rankings for years to come — without ongoing tricks or shortcuts.

BEFORE & AFTER

The Transformation

BEFORE DAM	AFTER DAM
<ul style="list-style-type: none">✗ No website of any kind✗ No Google Business Profile✗ Zero online citations or directory listings✗ Zero search engine visibility✗ No digital marketing strategy✗ Entirely dependent on word-of-mouth✗ Competitors capturing all online leads	<ul style="list-style-type: none">✓ Professional 26-page optimized website✓ Page 1 rankings for all target keywords✓ Top 3 in the Bay Area market✓ Fully optimized Google Business Profile✓ Consistent local directory presence✓ Inbound leads from organic search✓ Rankings maintained for 14+ years

WHAT WE DID

Our 6-Step Process

01

Deep Discovery & Keyword Research [Foundation]

Researched exactly how buyers search for precast concrete wall companies in the region — uncovering high-intent keywords competitors were ignoring.

02

26-Page Website Architecture [Website Design]

Planned every page intentionally — product pages, service area pages, project galleries, FAQs — creating a complete information ecosystem for buyers and Google alike.

03

SEO-First Copywriting [Content]

Every word written to serve both the human reader and search engines — naturally incorporating target keywords without sacrificing readability or credibility.

04

Technical SEO Build-Out [Technical SEO]

Optimized page titles, meta descriptions, header structure, schema markup, internal linking, site speed, and mobile responsiveness — all baked in from day one.

05

Local Presence Establishment [Local SEO]

Built out their Google Business Profile and submitted consistent citations to authoritative local and industry-specific directories to establish trust signals fast.

06

Monitoring & Early Optimization [Optimization]

Tracked keyword movement weekly in the first six months, making targeted adjustments as rankings climbed — ensuring momentum never stalled.

TIMELINE

How It Unfolded

Month 1 — Discovery, Research & Strategy

Full keyword research, competitor analysis, website architecture planning, and content strategy. No page was built without a clear purpose tied to real search demand.

Month 1–2 — Website Design & Development

Built and launched the complete 26-page website — professionally designed, mobile-optimized, and engineered with SEO best practices at every layer.

Month 2–3 — Google & Directory Setup

Google Business Profile fully built out and optimized. Consistent NAP citations established across authoritative directories and industry platforms.

Month 3–6 — Rankings Climb to Page 1

Keywords began moving steadily. By month 6, Design Industries had secured page 1 positions for all target keywords — including top 3 in the Bay Area — surpassing competitors who had been online for years.

Year 1–14+ (Present) — Sustained Dominance

Rankings held through every major Google update. Design Industries continues to rank on page 1 today — the gift that keeps on giving from a one-time investment done right.

THE RESULTS

Numbers That Tell the Story

PAGE 1 RANKINGS FOR EVERY TARGET KEYWORD

Within 3–6 months of launch, Design Industries ranked on the first page of Google for all primary and secondary keywords in the Fresno/Madera market.

TOP 3 IN THE BAY AREA

Not just local dominance — Design Industries broke into top 3 positions in the highly competitive Bay Area market, expanding their reach and attracting larger commercial clients.

14+ YEARS HOLDING RANKINGS

The foundation we built has stood the test of time — surviving every major Google algorithm update and continuing to drive organic leads more than a decade later.

26 FULLY OPTIMIZED PAGES

A comprehensive website built to serve every stage of the buyer's journey — from initial research to ready-to-buy — leaving no question unanswered.

ZERO TO #1 — ONLINE PRESENCE BUILT FROM NOTHING

Started with absolutely no digital footprint and built a dominant online presence that consistently outranks competitors who had years of head start.

“The best SEO is built to last. We didn’t just get Design Industries to page one — we built something strong enough to keep them there through 14 years of Google updates, algorithm changes, and increasing competition.”

— Digital Assets Marketing Team, Fresno CA

Digital Assets Marketing

(559) 499-3150 · info@digitalassetsmarketing.com
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