



## **Case Study: Transforming SEO and Content Strategy for New Frontiers, LLC by Shannon Dousharm**

### **Overview**

New Frontiers, LLC, a custom home builder based in Upstate New York, initially struggled to gain online visibility through its new website. The site, launched on March 3, 2024, was designed with minimal content and a simple landing page. However, this approach led to poor SEO performance, with the site ranking for just two keywords by June 3, 2024 (three months after launch).

### **Challenge**

Despite going live, the website wasn't gaining organic search traction or establishing authority in the competitive custom home-building industry. The initially hired designer heavily emphasized the importance of Core Web Vitals, resulting in a minimalist one-page design that ignored the influence of comprehensive, well-written content for SEO. This significantly hindered the site's ability to compete, particularly for a business targeting a specific region and niche market.

The website needed more than just Core Web Vitals, metrics used to measure the user experience of loading performance, interactivity, and visual stability. It required useful, authoritative information and content depth to drive relevant traffic and improve keyword rankings.

### **Strategy**

By June 2024, I took a strategic approach to address the stagnant rankings. Using my marketing and SEO experience and SEO tools like SEMrush, I initiated an overhaul of the website content. This involved redesigning the content and SEO strategy from a multi-faceted perspective, ensuring every aspect was optimized for maximum impact. **Here's what I did:**

#### **1. Content Overhaul**

I included all my previously written, in-depth content that I originally intended for the website designer to use. This content is styled and structured based on industry research and is modeled after Moderno Homes, a top-performing custom home residential builder in the US. Moderno Homes' website has been ranked as one of the top performers in the US. The new website content focuses on critical topics such as:

- New Construction Homes & Barns with Exclusive Project Management in Upstate NY
- Building & Living in Upstate, NY
- Unsure WHERE & HOW To Begin? We're Here to Assist You
- An Experienced Home Builder Should Tell You: "Discount Blueprints Devalue Your Project"

This made the website a rich source of valuable information and significantly improved its relevance for local searches.

## **2. Keyword Research**

Using SEMrush, I performed thorough keyword research, identifying relevant keywords in the custom home building industry for Utica, NY, and Mohawk Valley regions. These keywords were naturally integrated into the newly added content.

## **3. Blog Integration**

I launched a blog featuring posts on topics of interest to homeowners and those seeking custom builds. This blog helped position New Frontiers, LLC as a thought leader in the space, covering everything from building tips to home maintenance:

- Project Planning for Custom Home Building
- New Construction Home Building Tips & Maintenance for Utica, Mohawk Valley, & Adirondack regions
- An Experienced Home Builder Should Tell You: "Discount Blueprints Devalue Your Project"

## **Results**

- Projects
- SEO
  - SEO Dashboard
  - COMPETITIVE RESEARCH
  - Domain Overview
  - Traffic Analytics
  - Organic Research**
  - Keyword Gap
  - Backlink Gap
  - KEYWORD RESEARCH
  - Keyword Overview
  - Keyword Magic Tool
  - Keyword Strategy Builder
  - Position Tracking
  - Organic Traffic Insights
  - LINK BUILDING
  - Backlink Analytics
  - Backlink Audit
  - Link Building Tool
  - Bulk Analysis
  - ON PAGE & TECH SEO
  - Site Audit
  - Listing Management
  - SEO Content Template
  - On Page SEO Checker
  - Log File Analyzer
- Local
- Advertising
- Social Media
- Content Marketing
- .Trends
- Agency Solutions
- MANAGEMENT
- My Reports
- User Management
- Notes
- Online demo
- SEOquake for your browser
- Hire a digital agency
- Join our Affiliate Program
- Have you seen our new customizable API format?
- Sensor
- Prowlly
- Semrush Rank
- Winners & Losers

newfrontiersllc.net Root Domain Search

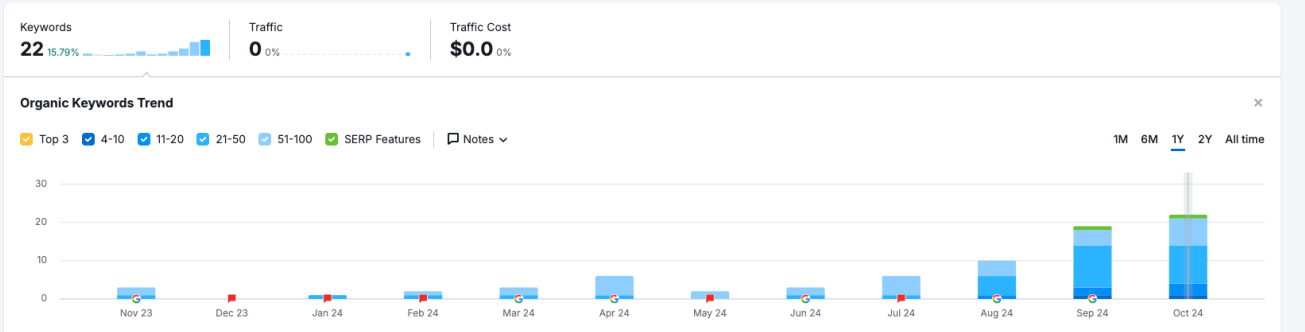
Projects > Domain Overview > Organic Research [User manual](#) [Send feedback](#) [Export to PDF](#)

**Organic Research: newfrontiersllc.net** [US 22](#) [UK 0](#) [FR 0](#) Device: Desktop Date: Oct 15, 2024 Currency: USD

Overview **Positions** Position Changes Competitors Pages Subdomains

All Positions Organic SERP Features

Filter by keyword Positions Volume KD Intent SERP Features Advanced filters



**Organic Search Positions 22** [+ Add to keyword list](#) [Manage columns 10/15](#) [Export](#)

Keyword	Intent	Position	SERP Features	Traffic	Traffic %	Volume	KD %	URL	Updated
new frontiers home furnishings	N	31	+4	0	< 0.01	110	17	www.newfrontiersllc.net	Sep 22
mohawk upstate ny	C	84	+5	0	< 0.01	30	52	www.newfrontiersllc.net/upstate-ny-home-builders-blog	Sep 18
building contractors utica ny	C	40		0	< 0.01	110	15	www.newfrontiersllc.net	15 hours
new home builders in ny	C	78	+4	0	< 0.01	40	47	www.newfrontiersllc.net	Oct 02
new construction homes upstate ny	C	30		0	< 0.01	30	16	www.newfrontiersllc.net	20 hours
new construction homes upstate ny	C	75		0	< 0.01	30	16	www.newfrontiersllc.net/upstate-ny-home-builders-blog	20 hours
home builders utica ny	C	6	+2	0	< 0.01	30	10	www.newfrontiersllc.net	Sep 30
home builders utica ny	C	25	+2	0	< 0.01	30	10	www.newfrontiersllc.net/upstate-ny-home-builders-blog	Sep 30
construction companies utica ny	C	43	+2	0	< 0.01	30	19	www.newfrontiersllc.net	Sep 29
upstate ny home builders	C	14	+3	0	< 0.01	50	34	www.newfrontiersllc.net	Sep 30

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- Sensor
- Prowlly

**COMPANY**

- About Us
- Newsroom
- Careers
- Partners
- Legal Info
- Privacy Policy
- Cookie Settings

**FOLLOW US**

- X (Twitter)
- Facebook
- LinkedIn
- Instagram
- YouTube
- Pinterest

**LANGUAGE**

English

By September 2024, just three months after the content revamp, the site began showing significant improvement in organic rankings.

**As of October 24, 2024, the key results include:**

### **Increased Keyword Ranking**

The website progressed from ranking for 2 unrelated keywords in June 2024 to 23 relevant organic keywords by October 2024.

- Notable Keyword Rankings:
- “Home Builders Utica NY” rose to the 6th position (out of 100), a critical win for local SEO and visibility in relevant search queries.
- 14 keywords are now ranking in the top 50, with:
- 3 keywords between positions 11-20
- 10 keywords between positions 21-50
- 8 organic keywords are ranking between positions 51-100.

### **Backlink Growth**

The website now has 86 backlinks and 15 referring domains, contributing to its growing authority in the custom home-building industry.

### **Top Keywords**

- Home Builders Utica NY
- Upstate NY Home Builders
- Construction Companies Utica NY
- New Construction Homes Upstate NY

### **Authority Growth**

Improvements in content and SEO significantly boosted the website’s domain authority, helping it climb the search rankings and outpace local competition.

### **Conclusion**

This case study demonstrates the critical role that well-structured, content-rich websites play in competitive industries like custom home building. By focusing on in-depth, researched content and strategic keyword use, New Frontiers, LLC

successfully transformed from a website with minimal visibility to an authoritative presence in its niche.

The shift toward an SEO-driven content strategy resulted in continuous improvement in rankings, backlinks, and overall online visibility.

This success highlights the power of SEO-driven content and the need for a holistic digital strategy that includes strong content, consistent blogging, and ongoing keyword optimization.