# GALILEO
TECH MEDIA

## Case Study: How Galileo Helped Schnabel Rebuild its Website with Fast Hosting, a New Brand Image, and Optimized Content to Attract (and Engage!) More Prospects.

How Galileo Helped Schnabel Rebuild its Website with Fast Hosting, a New Brand Image, and Optimized Content to Attract (and Engage!) More Prospects.

A nationwide design-build contractor, Schnabel provides leading-edge specialty foundations throughout the United States. But while the brand is known for innovation, the company's website was in dire need of an upgrade. Not only did it require a new design that aligned with the company's brand and image; it also needed to attract more clients. Although Schnabel outranks its many competitors in the foundation industry, it wasn't always outranking them in the search engines. The company needed a fresh approach that would elevate the design of its website and optimize its existing written content to trigger better search results.

"Schnabel's legacy website wasn't as fast, user-friendly or optimized as it needed to be. The company needed a website that visually reflected their safety-first brand in a modern way, and would be intuitive for their internal marketing team to maintain. And of course, it needed to be a mobile-first, SEO optimized, user friendly site with blazing page speed," says Galileo CEO and Founder Joseph Franklyn McElroy.

For Schnabel to unleash the full potential of its online presence, the company needed a complex website build that would allow it to demonstrate thought leadership on their site and in search engines.  This required advanced schema features to be built into the site content and structure.  Since Schnabel is a nationwide contractor, it also needed a multi-location site with pages tailored to the GEO-location of each office.

Galileo approaches these types of comprehensive website builds with a streamlined process that turns the complex into a coordinated and customizable solution. Using this approach, we were able to provide Schnabel with a fast website that reflects its reputation for innovation, while also showcasing optimized content designed to target relevant industry search terms.

✓ Develop a fast, intuitive website that engages prospects.

Every company wants to funnel more relevant traffic to their website, but what happens when the traffic gets there? Since prospects are quick to judge the competence and relevance of a brand, an engaging website is everything. It's the difference between piquing a prospect's interest or sending them back to Google for a new search.

To address Schnabel's industry-specific website needs, Galileo worked closely with Schnabel's branding agency, Industri, to forge the right design. We then took this vision and used a highly-customizable WordPress template to bring it to life. This template, called Avada, is the top installed template in the world. In Galileo's hands, however, a standard install of Avada becomes a tailored solution that's highly optimized for speed, security, multiple locations, SEO and conversions. Leveraging Avada to its full potential, Galileo was able to construct a site that met each of Schnabel's requirements:

A sleek frontend that framed Schnabel as an industry innovator.
An agile backend that ensured a fast, intuitive user experience.
The ability to seamlessly segment for multi-locations with geo-specific language, geo-specific search terms and contact info for each office.

All of this was designed to enhance engagement to make the most of every single website visit. At the same time, Galileo took an SEO-first approach to optimize the new site so it's pages would rank high for relevant search terms that would yield actionable results.
Before migrating the existing content over to the new site, we enhanced it with SEO and conversion optimization edits based on the performance data for the old pages which weren't driving optimal results. To refine our optimization strategies, we started by digging into the data to see which old pages needed the most help.

✓ Target opportunities with a content audit.

For websites with numerous pages, there are a lot of potential places where improvements can be made. Since Schnabel had dozens of pages on its existing site, Galileo performed a Content Audit to uncover underperforming pages and identify areas that could easily be improved. This involved pulling data from:

- Screaming Frog
- Google Search Console
- Google Analytics
- Ahrefs

In addition to these invaluable resources, we also relied heavily on BrightEdge. This leading SEO solution and content performance marketing platform is a standard tool for Galileo clients. BrightEdge operates as an extension of Galileo's technical and strategic teams. We used BrightEdge data to target the most impactful keywords, create performance-based content, and monitor competitors. We also use BrightEdge technologies to generate monthly reports, identify content opportunities, locate technical SEO errors, target Featured Snippet placements and more.

By pulling in the keywords that generate the most clicks for each page, our audit allowed us to unveil clear opportunities to improve pages by optimizing them for the very terms and phrases Google's algorithms think each page should be optimized for. Instead of fighting upstream, Schnabel's pages swim with the tide, resulting in higher rankings and more relevant traffic.

After conducting the audit, we had a good overview of the SEO performance of each page. When we identified pages that were not fully optimized for a specific keyword, we took the opportunity to refresh the content on the page, using related keywords within targeted optimization areas.

✓ Optimizing existing pages with refreshed content.

After identifying lagging pages, we turned our attention toward optimizing each one with relevant, impactful keywords that would attract the right kinds of visitors.

There are critical optimization points we focus on to spark a page's ascension up Google's Search Results, including:

- URL
- Meta Title
- Heading Tags (H1, H2, H3, etc.)
- Meta Description
- Written content on the page

By optimizing each page's Meta Title, we were able to significantly enhance the chances of ranking higher for a targeted keyword while also improving the click-through-rate (CTR).

The next step involved optimizing the Heading Tags, so each page's title and subheads included some version of the targeted keyword phrase. For the Meta Description and Content, we made sure the primary keyword and any related keywords were included throughout. This involved refreshing existing content to include each targeted keyword phrase while ensuring that each sentence delivered Schnabel messaging in a fluid, compelling way.

## Recrawling

Once everything was in place, we used Google Search Console to cause Google to recrawl every page and register the new changes. While Google will eventually crawl the updated website on its own, this method would yield faster results while also alerting Google that we tried to improve the pages with some updates.

## The Results

Schnabel has received rave reviews regarding the new website, both externally and internally. Prospects find it easy to understand Schanabel's experience in a given area; employees find it easy to showcase their work from past projects.

Galileo looks forward to continued SEO optimization of Schnabel.com, through a systematic approach to SEO growth.