

The Challenge

This business needed to become more visible to people searching for specific construction services. Its website was not yet bringing enquiries for the larger projects the business wanted to attract.

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The Goal

Implement an SEO strategy to achieve top 10 rankings for selected keywords, then work towards top 5 positions in search engine results pages (SERPs) within the next six months.

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The Outcome

By 7 October, 7 of the 8 tracked keywords ranked in the top 10, including 5 in the top 3. "Trusted builders Ealing" rose from position 4 to 1, while "builders in Ealing" climbed from 32 to 11. The top 10 goal is largely achieved, with further work needed to bring the remaining keywords into the top 5.

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Keywords *i*

Top 3

5

New
2

Lost
0



Top 10

7

New
0

Lost
0



Top 20

8

New
1

Lost
0

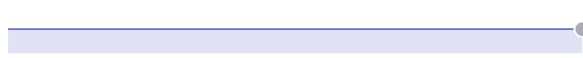


Top 100

8

New
0

Lost
0



Improved vs. declined

4 2

Keyword rankings show positive progress:

5 keywords are in the top 3, 7 in the top 10, and all 8 in the top 20. Two keywords newly entered the top 3. Overall, 4 keywords improved and 2 declined.

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Rankings Overview 1-8 (8) i

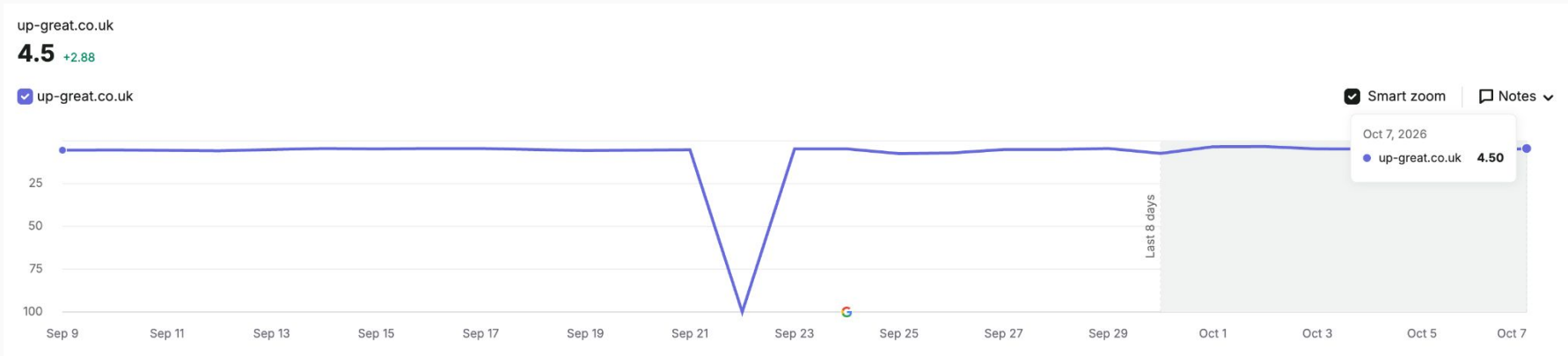
Buy more keywords + Add keywords Actions Positions Est. Traffic Visibility All for up-great.co.uk									
☐ Keyword	Intent	SF	KD %	Pos. Sep 30	Pos. Oct 7				
> ☐ ealing builders	I	6	22	1	1				
> ☐ trusted builders ealing	C	6	18	4	1				
> ☐ kitchen extension builders ealing	C	6	13	1	2				
> ☐ home extension builders ealing	C	5	0	4	3				
> ☐ house extension builders ealing	C	5	12	3	3				
> ☐ house refurbishment builders ealing	C	6	0	5	7				
> ☐ home refurbishment builders ealing	C	5	7	9	8				
> ☐ builders in ealing	C	5	18	32	11				

Local search rankings in Ealing: These six keywords were chosen as part of the SEO strategy to help the website appear when people search for builders in Ealing. By 23 September 2026, the website ranked first for three of them, second for two, and sixth for one.

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Source: Semrush, 07.10.2026

Top Keywords ⁱ			Positive Impact ⁱ		+21.85%
Keyword	Pos.	Visibility	Keyword	Visibility gain	
ealing builders	1 0	12.50%	trusted builders ealing	+19.57%	
trusted builders ealing	1 ↑ 3	12.50%	home extension builders ealing	+1.10%	
kitchen extension builders ealing	2 ↓ 1	4.29%	builders in ealing	+0.84%	
home extension builders ealing	3 ↑ 1	3.26%	home refurbishment builders ealing	+0.34%	
house extension builders ealing	3 0	3.26%			



The site held first place for “Ealing builders” and reached first place for “trusted builders Ealing,” with five tracked keywords ranking in the top three. Improving keywords contributed a combined positive visibility impact of 21.85%, led by “trusted builders Ealing.” The average tracked position stood at 4.5 on 7 October.

Source: *Semrush*, 07.10.2026