

DeckSeal

The Most Demanding Deck Cleaning, Restoration, Oiling and Maintenance Company in Melbourne

DeckSeal today is one of the most sought-after names not only in Melbourne but all over Victoria as they maintain high standards while offering services for deck restoration. In a small span of their business, they have served over more than 5,000 decks. Let's discuss the success story of a small-scale family-owned business turning one of the most reputed brands in the region (Melbourne).



The Client

DeckSeal is the family-owned and operated, most popular deck restoration and maintenance company in Melbourne. The company was founded by the Burgess Family in 2007 and has served numerous decks since then. Founding members Brian and Danielle have worked for significant years in the industry, and they make use of superior equipment, extensive research and proven methods to invigorate decks.

They offer great protection against cracking, fading, peeling and let the timber to shine even in extreme weather conditions of Australia mixed with hail rain and blistering heat all in the same day. Since their inception, they have emerged as one of the leading brands for deck restoration in the region and also offer franchise opportunity.

Challenges to Us

DeckSeal approached us when they were just a mere family-owned deck maintenance agency in Melbourne. They were struggling hard to establish their brand name in the local industry. This was the reason they were looking forward to work with an experienced and reliable Full Digital Service Agency with inclusive know-how on how to create a strong presence in the industry and dominate the competitors.

- 1 Establish the brand in the local niche and increase the Digital Presence from scratch.
- 2 Boost the flow of traffic to the site as well as listings by securing top positions in SERPs with the help of competitive and industry-relevant keywords in a short span of time.
- 3 Converting DeckSeal as one of the reliable and most-sought after names not only in Melbourne but in Victoria and even in the country.
- 4 Generating more leads for the business and converting them into potential clients for the brand.
- 5 Creating cutting-edge promotional campaigns for digital platforms and even for the franchises.



Solutions We Offered

We have been working with the client for over a year, and the first thing we did for them was to listen to their requirements properly. This helped us to formulate custom solutions as well as marketing campaigns

- 1 We helped DeckSeal to dominate the local competitors in Google as well as other major Search Engines. We helped them to boost the organic traffic up to 1200% (consider it as 1200 only) through effective strategies of Search Engine Optimization.
- 2 Helped them to gain significant market share as a leading deck restoration and maintenance service provider.
- 3 Drive new customers with the help of Google AdWords/Paid Advertising and Social Media Paid Marketing.
- 4 Offered real-time collaboration to their in-house team round the clock, irrespective of the time differences.
- 5 The service of the company was made popular enough in the industry and also helped them to expand (they started franchising opportunities)

Final Outcome

- 1 The organic traffic of DeckSeal by increased by 1000-1200%
- 2 The SERP rankings for all the keywords were increased by 90% while we promoted the niche relevant and location-based keywords.
- 3 Social Media Engagement was increased significantly.
- 4 They have successfully emerged as one of the premium service providers for deck maintenance services.
- 5 The PPC leads were increased by 65%.
- 6 They expanded their service area from Melbourne to other Suburban areas like Bayside, Northern, Western, Eastern, South Eastern, Mornington Peninsula, Bellarine Peninsula, Bass Coast, etc.



Some Facts & Figures

DeckSeal

Keyword	Position in Google.com.au	Keyword	Position in Google.com.au
Deck Oiling	1	Cape Patterson deck repair	2
Deck Staining	1	deck painter	2
deck sanding services	1	deck restoration melbourne	2
deck repair and maintenance	1	deck revival	2
deck repair	1	concrete cleaning and sealing melbourne	2
deck repair service	1	deck rejuvenation melbourne	2
Phillip Island deck repair	1	deck maintenance service	2
Inverloch deck repair	1	Deck Restoration	3
Cowes Bay deck repair	1	Deck Maintenance	3
San Remo deck repair	1	Deck Painting	3
Venus Bay deck repair	1	deck painters	3
Wonthaggi deck repair	1	deck restoration paint	3
Leongatha deck repair	1	deck sanding melbourne	3
deck seal	1	decking service	3
deck repair melbourne	1	deck cleaning and painting	3
deck staining melbourne	1	deck painting services	3
concrete cleaning and sealing	1	deck services near me	3
concrete clean and seal	1	timber deck restoration	4
deck oiling service	1	deck sanding and staining	4
deck cleaning and repair	1	deck cleaning and sealing services near me	4
deck cleaning and staining companies	1	deck staining company	4
deck painting contractors	1	deck restore	5
deck maintenance companies	1	decking services melbourne	5
deck refinishing services	1	deck painting	5
deck cleaning services melbourne	1	sanding and staining a deck	5
Deck Cleaning	2	deck restoration near me	5
deck sanding	2	deck cleaning	6
deck polish	6	deck maintenance	8
superior deck restorations	6	timber decking restoration	8
paving cleaning	7	timber deck sanding	10
driveway sealing melbourne	7	decking services melbourne	10

