



# How Complete SEO Helped Survey Works Increase Their Revenue by 700%

CASE STUDY



“Hands down, I attribute 75% of our growth to our online presence and the work of Complete SEO. They helped establish the business. And they helped us move up in the market.”

**Derek Kinsaul,**  
Founder, Survey Works

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## The Client

### SURVEY WORKS



INDUSTRY

Land surveying



LOCATION

Austin, Texas (USA)

Survey Works is a land surveying firm that works on multiple types of surveying projects. They service construction, commercial, and residential customers in the Austin area. Survey Works offers a full suite of survey products, including construction staking, mortgage surveys, and subdivision plats.

**700%**  
increase in revenue

**40%**  
increase in  
commercial clients

**8**  
new employees

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### WHAT WE PROVIDED

## SEO Services

- Website Redesign
- Content Optimization
- Google My Business Optimization & Management
- Citation Building & Management
- Link Outreach
- Ongoing Local SEO Services

## The Challenge

### BUILDING A SOLID ONLINE PRESENCE

Derek Kinsaul, founder of Survey Works, needed to establish a strong web presence to help his new survey company grow into a healthy, profitable company.

Word of mouth had been working well to bring in new business, but it wasn't enough to help Survey Works expand and thrive.

Derek also wanted to shift the focus of his business to commercial clients, but as a one man shop, he couldn't do it on his own. He needed someone with expertise to help him grow and target upmarket clients.



*“Complete SEO’s insight into the best way to approach the marketing of my company was what sold me on the partnership. They had a very clear plan for what we needed to do.”*



# The Solution

## IMPROVED SEARCH VISIBILITY & A NEW WEBSITE

Complete SEO delivered a clear plan for what was needed to help Survey Works establish a strong digital presence from the ground up.

Complete SEO started by redesigning and rebuilding the Survey Works website so it would rank better in search. Once the site was ready, Complete SEO built out the citations to establish strong local search results. Complete SEO also optimized the Google My Business listing for Survey Works to further solidify local search rankings.

This was followed by an outreach campaign that focused on earning links from hyper-relevant publications to increase website authority and drive organic search rankings.



*“We rebuilt the entire website at the beginning of the year to attract more business in the construction and engineering surveying field. It’s been a huge success.”*



# The Challenge

## 7X INCREASE IN REVENUE & A GROWING TEAM

Since partnering with Complete SEO, business is booming for Derek and Survey Works. With the plan Complete SEO devised for them, Survey Works has moved to the top of local search results.

Survey Works has also experienced a whopping 700% increase in overall revenue in the three years they’ve worked with Complete SEO. This success has allowed Derek to expand both his business and his team—he now employs a team of 8.

Thanks to the work Complete SEO did helping Survey Works shift their target audience, Derek now estimates that up to 40% of their business now comes from upmarket clients in the construction and engineering fields.

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*“When you can decide the kind of clients you want to work for, whether they’re more profitable or more upmarket, having someone to help you target those clients properly is important. Complete SEO filled that role for us. Survey Works is thriving thanks to their guidance.”*

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## Generate more business from your website.

Find out how you can increase your business’s  
visibility and turn your website into a revenue  
generating machine.

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