

BATH MASTERS

Case Study



Client website

www.thebathmasters.com

Campaign


Web Design | SEO | Rescue Mission

Type



Contact Us

375 Commack Rd., Deer
Park, NY 11729

 (855)969-5541

 contact@designmemarketing.com

 www.designmemarketing.com

Bath Masters

“Otter-ly” Amazing Bathroom Renovations

BATHROOM RENOVATION SERVICES

Call Now for a Free Estimate!
• 513-603-3711
• 937-874-5235
• 419-856-2284

FREE ESTIMATE

SAVE UP TO *\$2000 FOR A LIMITED TIME!
*up to 20% off retail pricing

WALK-IN SHOWER TRADITIONAL TUB BATH REMODEL WALK-IN TUB

OTTERLY AMAZING!

SAVE UP TO \$2000!

4000 N. High Street, Dayton
937.885.2277 theotterlyteam.com


That Fit Your Situation Certified and Skilled Staff

The Project

Bath Masters, a leading bathroom renovation company, faced significant challenges in gaining visibility for their primary services in Dayton and Cincinnati. Despite providing top-quality renovations, they struggled to rank for crucial search terms related to bathroom conversions, remodels, and renovations in their target areas. Previous investments in SEO and PPC campaigns had yielded poor results, with wasted advertising budgets and little to no improvement in online visibility. These experiences left them frustrated and uncertain about the potential of digital marketing to drive real business growth.

We stepped in to address these challenges and transform their online presence into a powerful lead-generation tool. By analyzing their local markets and understanding their unique pain points, we developed a comprehensive strategy to target high-value keywords in their service areas. Simultaneously, we optimized their paid search campaigns to eliminate wasted spend and maximize returns. The objective was clear: to position Bath Masters as the premier choice for bathroom renovations in Dayton and Cincinnati while delivering tangible, measurable results to restore their confidence in digital marketing.

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USE OUR BATHROOM DESIGNER

A QUALITY BATHROOM, IN LESS TIME, FOR A FAIR PRICE

WE’LL HELP YOU CREATE A DREAM BATHROOM THAT IS OTTERLY-AMAZING!

OTTERLY AMAZING!

Call Now for a Free Estimate!
• 513-603-3711
• 937-874-5235
• 419-856-2284

FREE ESTIMATE!


- INSTALLATION BY OUR EXPERTS**
Our projects are completed flawlessly by our highly skilled and knowledgeable staff, guaranteeing your total satisfaction with the final product.
- APPROVED PROS**
Our Bath & Shower Installation team members are trained and factory certified to ensure the perfect bath remodel and bath remodel experience!
- QUICK REMODELS**
Do you really want a contractor in your home for weeks remodeling your bathroom? No, which is why we offer quick & affordable bathroom remodeling!
- YOUR DREAM BATHROOM**
Your bathroom will be entirely transformed by our durable, low-maintenance bathtubs and showers!

The Solution

To address Bath Masters' visibility challenges, we completely restructured their website to enhance both user experience and search engine optimization. A key part of this effort was building dedicated location pages for every town and city within a 20-mile radius of their two main service areas, Dayton and Cincinnati. These pages were carefully optimized to target high-value keywords specific to each location, ensuring the website aligned with the search intent of local customers. This approach provided a clear and organized structure, making it easier for search engines to index the site and for potential customers to find relevant information quickly.

In addition to the site restructuring, we implemented a targeted link-building strategy to establish authority and trust for the website. High-quality backlinks were built to the main domain, the newly created service areas page, and the individual local pages. By directing link equity to these strategic areas, we strengthened the overall domain authority and boosted the visibility of key pages in search engine rankings. This comprehensive solution not only improved the site's organic traffic but also positioned Bath Masters as a trusted name for bathroom renovations across their target markets.

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Bath Masters

“Otter-ly” Amazing Bathroom Renovations

SAVE UP TO *\$2000 OFF YOUR BATHROOM REMODEL
*up to 10% off retail pricing

sales@thebathmasters.com

Cincinnati: 513-605-3711
Dayton: 937-874-5235
Lima: 419-856-2284

Showrooms: 400 W. Main St., Fairborn, OH 45324
Showrooms: 207 S. Central Ave., Ste 302, Lima, OH 45801
Showrooms: 605 Norgel Dr Ste B, Lebanon, OH 45036

Bath Masters

Full Name
Email
Phone Number
Address
City
State
Zip Code
Tell us about your project or interest?
Request/Initial Phone Consult Call?
[checkbox] [input type="text"]

[Click Here to Submit - Thank you!](#)

By using this website, you consent to the collection, use, and disclosure of information as described in our [Privacy Policy and Consent Page](#).

★★★★★
OTTER-LY AMAZING BATHROOM REMODELING!
150+ Google Reviews

"Bath Masters installed a walk-in shower in place of a bathtub. They were professional, polite and friendly. They kept us informed of their progress during the install and at the end of each day. They constantly worked with no breaks to get it done. I had no mess to clean up, they did it all. Would highly recommend Bath Masters."
- BEE C.

American Standard | MOEN | BESCO | Bertch

PLEASE REVIEW US ON GOOGLE - CLICK BELOW

Dayton Google Review | Cincinnati Google Review | Lima Google Review


BATH MASTERS - 3 LOCATIONS
Serving All of Greater Cincinnati, Dayton, and Lima Ohio!

The Results

The results of our efforts were transformative for Bath Masters' online presence and lead generation. Website sessions increased by an impressive 78.38%, climbing from 2,747 to 4,900 sessions within a short timeframe. Engaged sessions followed a similar upward trend, rising by 81.21% to a total of 4,630 sessions. This increase in traffic was accompanied by improved user engagement, with an average engagement rate of 94.49% and over 13,600 page views, showcasing the effectiveness of the newly organized website structure in keeping users engaged and driving them toward conversion points.

Conversions saw a remarkable growth of 83.05%, increasing from 531 to 972 total conversions. The newly built location pages played a significant role in capturing local search traffic, with keywords like "bathroom conversion Cincinnati" jumping from position 20 to 9, and "bathtub conversion Cincinnati" climbing from 10 to 4. Additionally, high-quality backlinks boosted the domain's authority, contributing to improved rankings across 53% of tracked keywords. These results not only helped Bath Masters dominate their local markets but also restored their confidence in digital marketing as a valuable tool for growing their business.

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Performance Analysis

Traffic Growth:



Website sessions increased by **78.38%** in the past month, from **2,747 to 4,900** sessions, showcasing the effectiveness of the SEO strategy

Conversions:



Conversions skyrocketed by **83.05%**, climbing from **531 to 972** conversions, directly impacting lead generation and sales

Keyword Rankings:



In Cincinnati, keywords like "bathroom conversion Cincinnati" improved from position **20 to 9** and "bathtub conversion Cincinnati" rose from **10 to 4** on Google

Geographical Reach:



The majority of sessions originated from the U.S. (**4,679** sessions), with secondary markets like India and Pakistan contributing to global visibility

Average Position:



The average ranking position for tracked keywords improved to **22**, reflecting consistent optimization efforts

User Engagement:



Engaged sessions rose by **81.21%**, reaching **4,630** sessions, with an average engagement rate of **94.49%** —a **1.59%** improvement

Organic Traffic:



Organic search accounted for **16.6%** of total traffic, driving **813** sessions—an improvement from the previous **552** sessions

Paid Search Impact:



Paid search was the dominant traffic source, contributing to **55.8%** of sessions (**2,736** sessions), a substantial increase compared to the previous **46.1%** share

Increased Visibility:



Overall search engine visibility improved by **32.5%**, reaching **53%** visibility across tracked keywords

Content Performance:



Key pages saw significant viewership growth, with total page views increasing by **69.37%**, from **8,042 to 13,621** views

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Performance Analysis

<input type="checkbox"/> KEYWORDS (1 - 100 OUT OF 140)	FEATURES	CONTENT SCORE	CLICKS	BASELINE Dec-03 2024	CURRENT RANKING Feb-04 2025
<input type="checkbox"/> > bathroom renovation findlay	★ 📺 📄 📄	75 ▲ 10	0	-	3 ▲ 97
<input type="checkbox"/> > bathroom renovation fairfield	★ 📺 📄 📄	-	0	-	-
<input type="checkbox"/> > bathroom renovation englewood	★ 📺 📄 📄	-	0	-	-
<input type="checkbox"/> > bathroom renovation defiance	★ 📄 📄	-	0	-	56 ▲ 44
<input type="checkbox"/> > bathroom renovation deer park	★ 📺 📄 📄	-	0	-	2 ▲ 98
<input type="checkbox"/> > bathroom renovation coldwater	★ 📺 📄 📄	-	0	-	-
<input type="checkbox"/> > bathroom renovation clayton	★ 📺 📄 📄	-	0	-	-
<input type="checkbox"/> > bathroom renovation centerville	★ 📺 📄 📄	-	0	-	4 ▲ 96
<input type="checkbox"/> > bathroom renovation celina	📺 📄 📄 📄	75	0	-	50 ▲ 50
<input type="checkbox"/> > bathroom renovation carlisle	★ 📺 📄 📄	57	0	-	30 ▲ 70
<input type="checkbox"/> > bathroom renovation carey	★ 📺 📄 📄	-	0	-	1 ▲ 99
<input type="checkbox"/> > bathroom renovation bluffton	★ 📄 📄	-	0	-	1 ▲ 99

GOAL	CONVERSIONS
<input checked="" type="checkbox"/> contact_page	530 ▲ 217
<input checked="" type="checkbox"/> tel	145 ▲ 62
<input checked="" type="checkbox"/> submit_contact_form	121 ▲ 86
<input checked="" type="checkbox"/> GA4_Phone_number_Click_Cincinatti	58 ▲ 21
<input type="checkbox"/> GA4_Phone_Number_Click_Dayton	54 ▲ 24
<input type="checkbox"/> GA4_Phone_Number_Clicks_Lima	26 ▲ 12
<input type="checkbox"/> mailto	14 ▲ 9
<input type="checkbox"/> GA4_Mail_Click	13 ▲ 8

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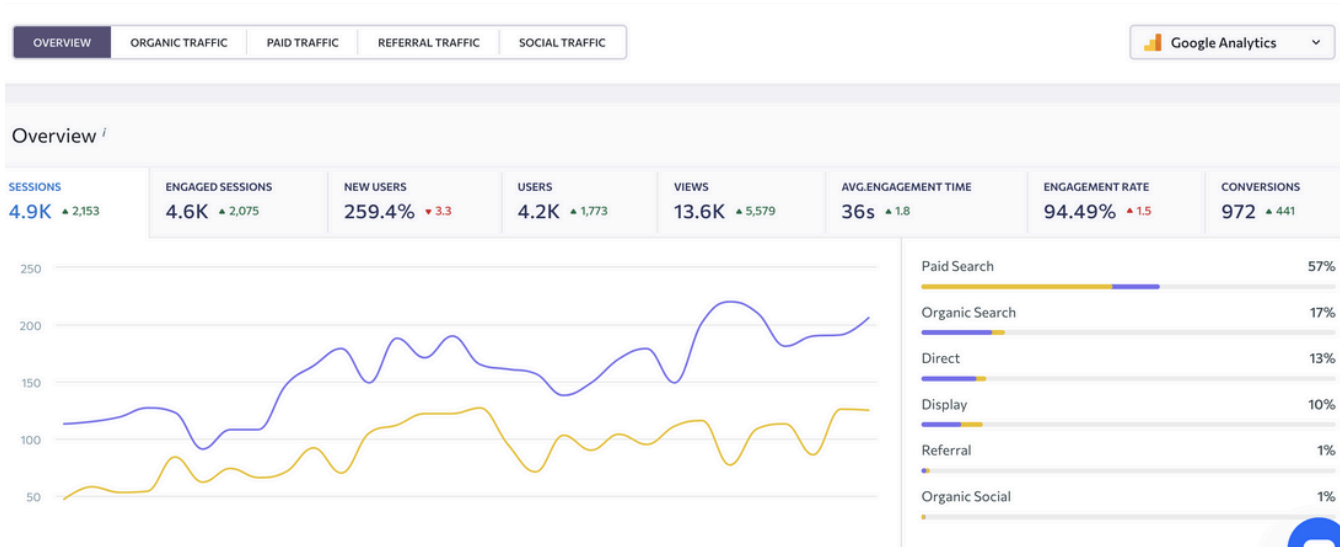
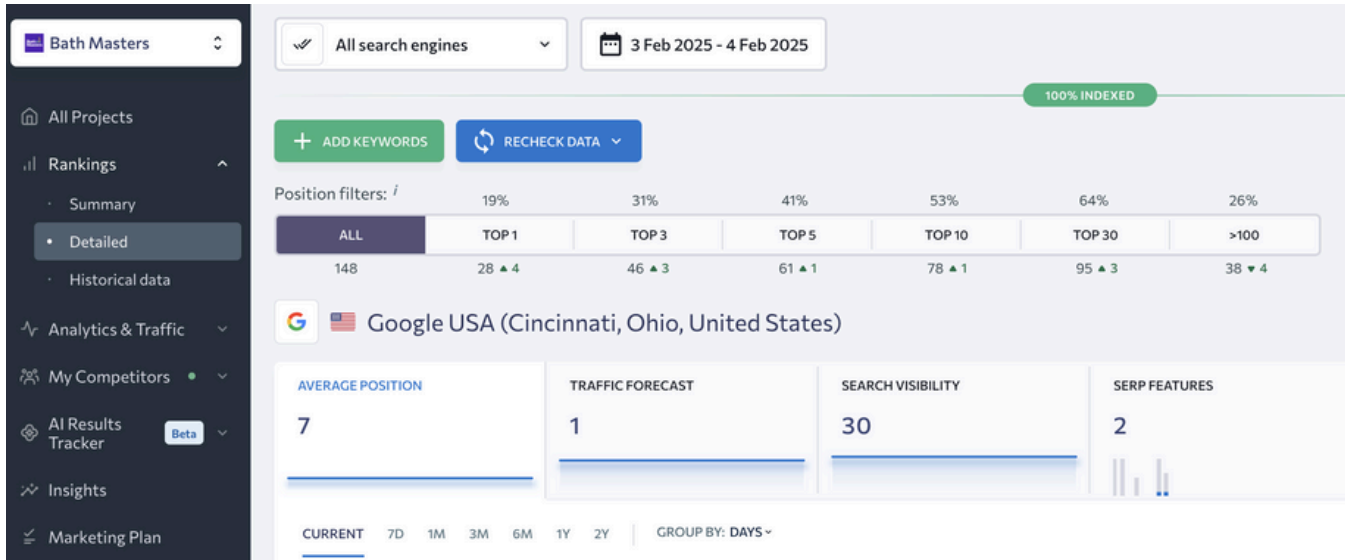


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Website Hits



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