

TW MARKETING | LOCAL SEO, WEBSITES & ADS FOR DMV BUSINESSES

Real Rankings. Real Contractors. Real Leads.

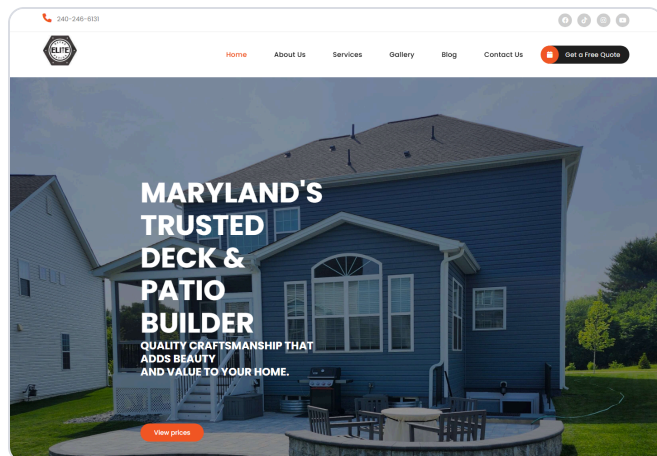
We build local visibility for contractors and service businesses in DC, Maryland and Virginia. These are our results so far: client work and our own site.

Every ranking in this document is dated and can be checked by searching the phrase shown on Google. Lead counts come from the client's own inbox.

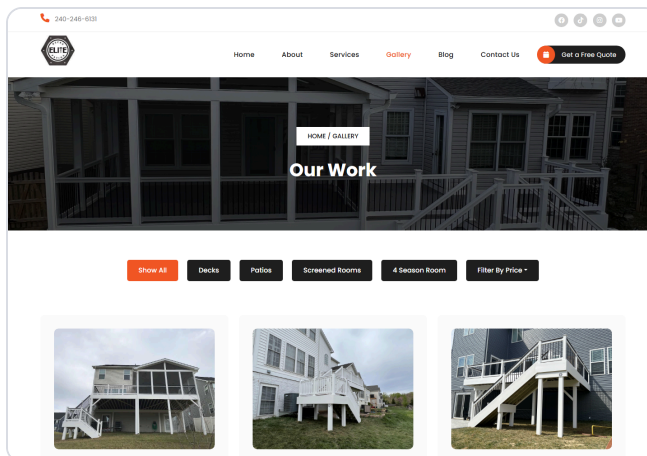
CASE STUDY 1 | DECK & PATIO BUILDER, GERMANTOWN MD

Elite Decks & Patios: from no online presence to a lead nearly every week

Established Montgomery County deck and patio builder. We built their website and local search presence from scratch.



elitedecksandpatios.com, the website we built



Project gallery with filters by deck, patio and screened room

87

homeowner inquiries
from the website, Mar
12 to Oct 10, 2026

~3 / week

average, with 18 in the
best month (April)

**114th → top
3**

Google Maps position
for "deck builder near
me"

#2

"deck builder
germantown md" on
Google

THE PROBLEM

Elite had been in business for years and did excellent work, but online they didn't exist. No website, no Google presence, and nothing for a homeowner searching "deck builder near me" to find. On the Google Maps grid they showed up in the 114th position, behind more than a hundred competitors.

WHAT WE DID

- Built the website from scratch: service pages for composite decks, patios, screened rooms and four-season rooms, a project gallery, and an estimate form
- Rebuilt their local authority with correct service categories, location relevance, authority content, consistent citations and ongoing activity signals, tracked on grid heatmaps across their service area
- Set up lead notifications so every inquiry reaches the owner as it arrives

RESULTS

- **Search visibility:** the map grid went from red to green across large parts of their territory, from the 114th position to the top 3 (published March 31, 2026)
- **Website traffic:** 2,690 visits from March 1 to October 10, 2026. 1,300 came from organic Google search, the largest source, and visitors from search stayed on average 1 minute 39 seconds
- **Leads:** 87 website inquiries from homeowners in 30 weeks. Monthly: April 18, May 14, June 13, July 10, August 8, September 10

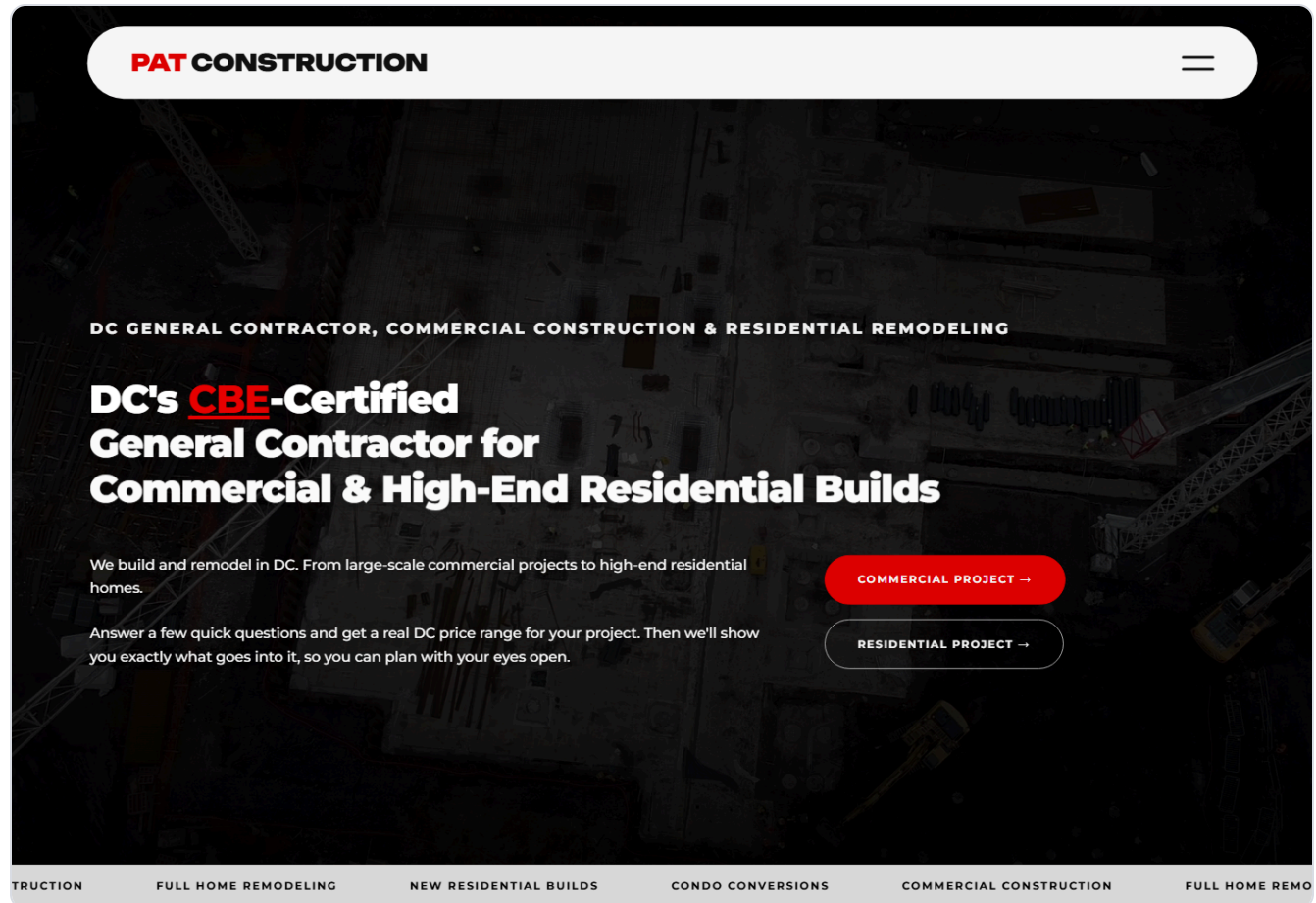
Check it yourself (Oct 10, 2026): search *deck builder germantown md* on Google. Elite Decks & Patios is the second organic result.

How the lead count was made: every inquiry-form notification received in the client inbox between March 12 and October 10, 2026, counted once per person. Test entries and submissions from business email addresses (likely vendor solicitations) were left out.

CASE STUDY 2 | COMMERCIAL & RESIDENTIAL GENERAL CONTRACTOR,
WASHINGTON DC

PAT Construction: from invisible to page one

CBE-certified DC general contractor. Commercial builds, gut renovations, condo conversions.



The website we rebuilt: patconstructiondc.com

0 → 4 of 6

target searches on page 1 (June
→ July 2026)

1 → ~40

pages indexed by Google

2

#1 rankings, plus a #2 and a #3,
within 12 weeks

THE PROBLEM

Google had indexed one page of the site. Three conflicting addresses were floating around the web, the business hours were wrong, and no search a real client would type returned PAT Construction.

WHAT WE DID

- Fixed the name, address and phone across the web, plus corrected hours and local business schema

- Rebuilt the site from 1 page to about 40, with dedicated pages for luxury renovation, full-home remodels, commercial construction, condo conversion and DC neighborhoods
- Optimized the Google Business Profile and page titles so each search points at the right page

RESULTS

Search	June 2026	Tracked July 2026
luxury home renovation washington dc	Not found	#1
home remodeling contractor northeast dc	Not found	#1
general contractor capitol hill dc	Not found	#2
condo conversion contractor washington dc	Not found	#3

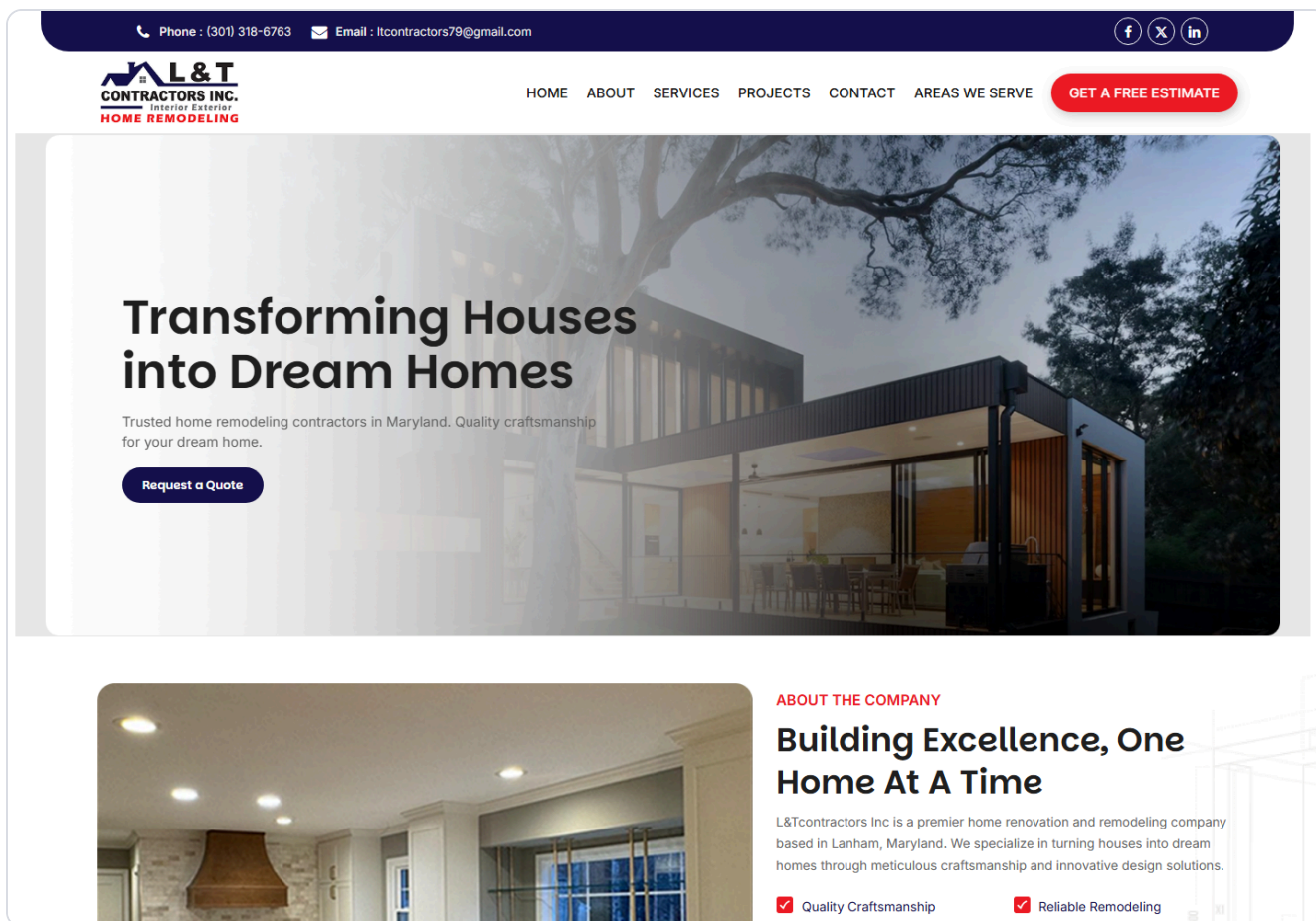
Check it yourself (Oct 10, 2026): search *condo conversion contractor washington dc* on Google. PAT Construction's dedicated condo-conversion page is the third organic result, ahead of directories and larger firms.

These organic results came with no ad spend.

CASE STUDY 3 | KITCHEN & BATH REMODELER, LANHAM MD

L&T Contractors: #1 contractor for kitchen remodeling in Lanham

Prince George's County remodeling company.



ltcontractors.net, the site Google ranks for these searches

#1

contractor for "kitchen remodeling lanham md"

29 → 55

Google reviews, at 5.0 stars

5 → 14+

pages indexed, 3 service silos + 8 city pages

THE PROBLEM

L&T was a good remodeler with a brochure site: five indexed pages, no service or location pages, a phone number that didn't match its Google profile, and nothing built to answer the searches homeowners actually type.

WHAT WE DID

- Built three service silos (kitchen, bathroom, home renovation) with about 20 sub-pages

- Built location pages for Lanham, Bowie, Greenbelt, College Park, Hyattsville, Laurel, Upper Marlboro and Silver Spring
- Standardized name, address and phone, and added schema
- Set up a review-request system that took them from 29 to 55 five-star reviews

Search	June 2026	Tracked Sep 2026
kitchen remodeling lanham md	Not on page 1	#1 contractor result
bathroom remodeling lanham md	Not on page 1	#2
home remodeling contractor pg county	Not on page 1	#3

THE GOOGLE VERIFICATION FIGHT

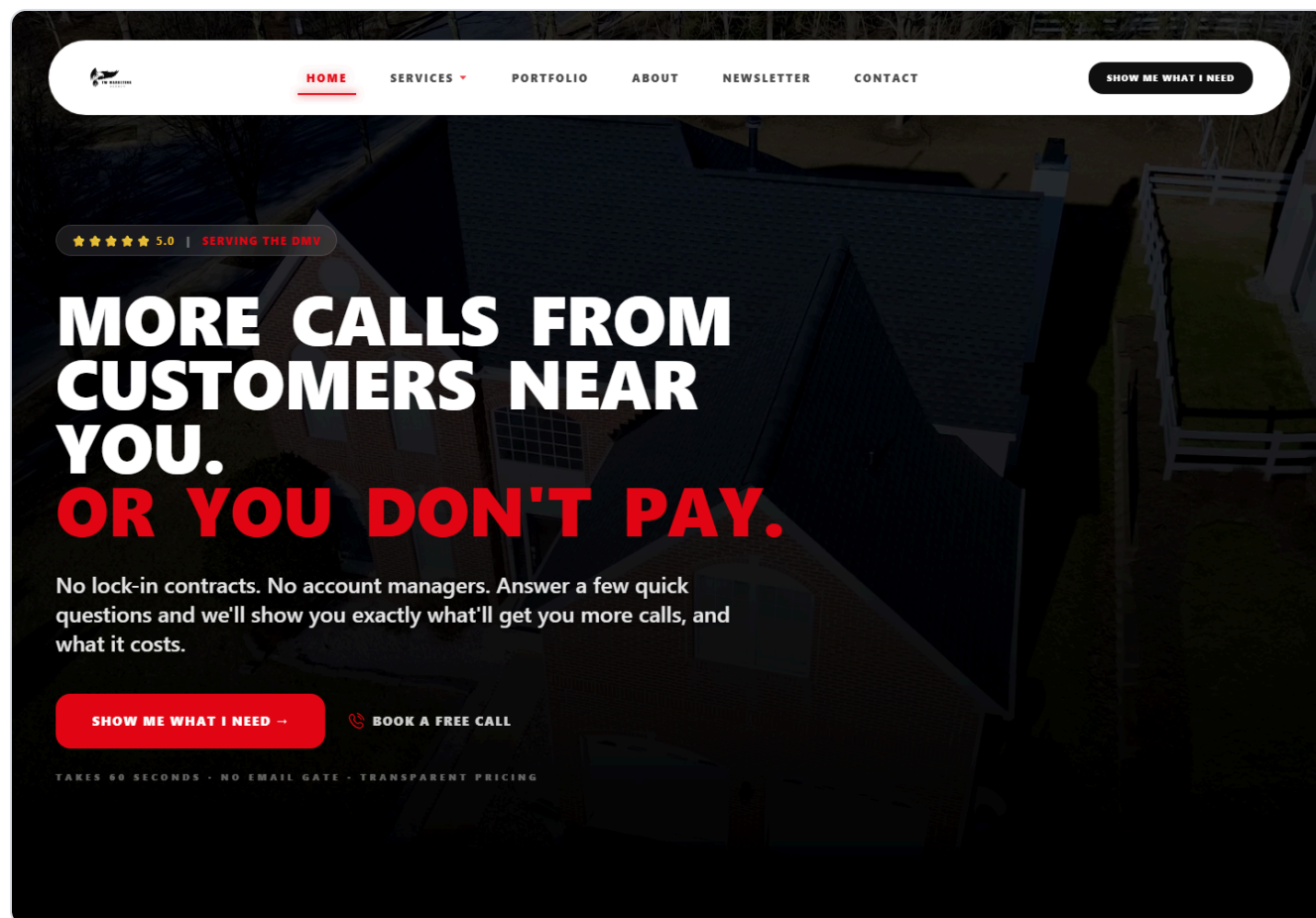
Google repeatedly rejected L&T's business profile, which kept it out of the map results. We prepared the re-verification, then got Google on a live video call with the owner. **The profile is now verified**, which makes L&T eligible for the local map pack, where most homeowner calls come from.

Check it yourself (Oct 10, 2026): search *kitchen remodeling lanham md*. L&T Contractors is the first contractor in the results, directly below the Yelp directory listing.

CASE STUDY 4 | OUR OWN BUSINESS

TW Marketing: #1 for local SEO in our own backyard

A new agency in one of the most crowded marketing markets in the country.



twmarketingagency.com

#1

"local seo college park md"

#1

"local seo prince george's county md"

#2-3

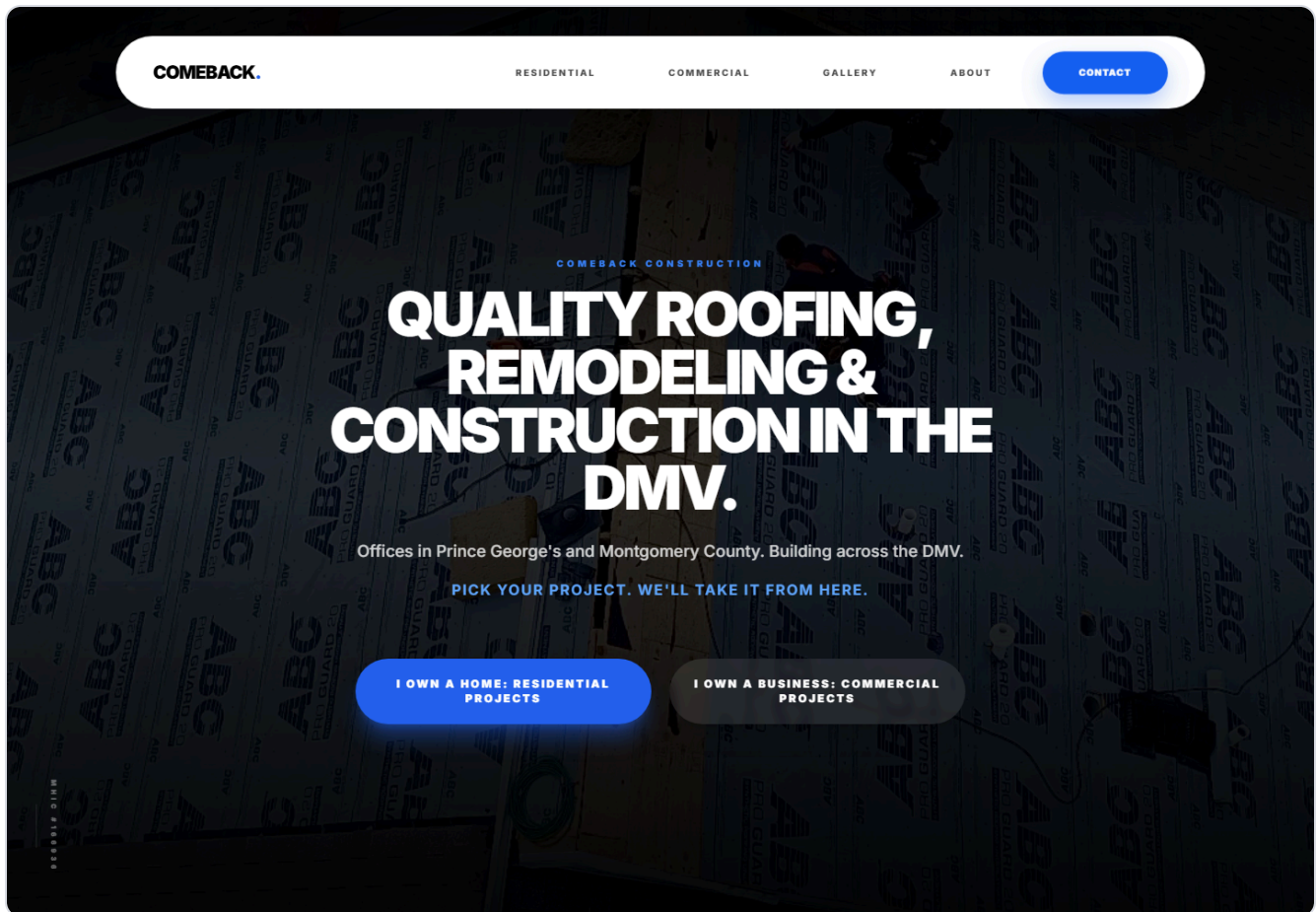
local SEO for Montgomery County, the DMV and Northern Virginia

We pointed our own playbook at our own business: city and county pages, local schema, a complete Google Business Profile and a clean site structure. Our local SEO rankings moved from #6 to #1 (College Park), #4 to #1 (Prince George's County) and #8 to #2 (Montgomery County) in the five weeks of tracking between Sep 7 and Oct 9, 2026.

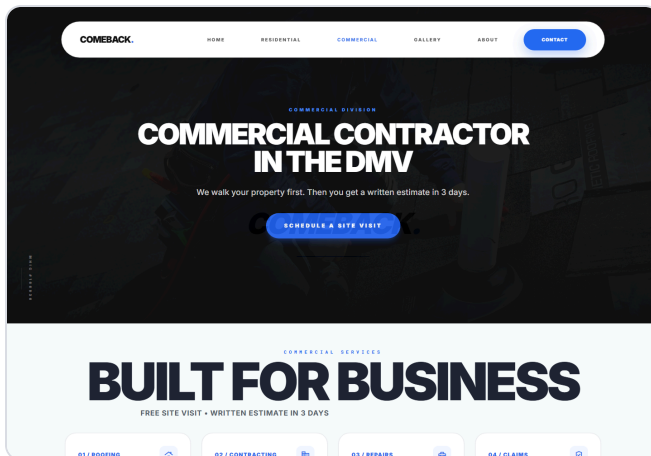
Check it yourself (Oct 10, 2026): search *local seo college park md* and *local seo prince george's county md*. TW Marketing Agency is the first organic result for both.

CASE STUDY 5 | ROOFING, REMODELING & GENERAL CONTRACTING, PRINCE GEORGE'S & MONTGOMERY COUNTY

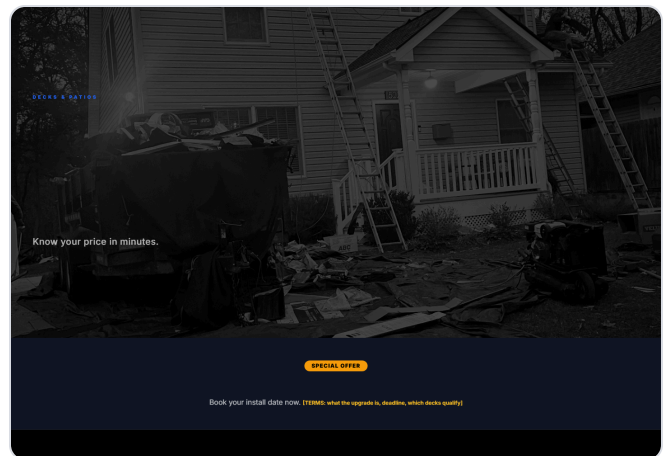
Comeback: from no website to a full construction brand



comebackconstruction.com: one front door that sends homeowners and businesses to the right place



Commercial division page: free site visit, written estimate in 3 days



Decks & Patios service page

Comeback started with us as a roofer with no website. We built the business up into **Comeback Construction**, a group covering roofing, remodeling, siding, decks and patios, and general

contracting.

- **Rebrand:** new name, identity, professional domain and branded business email
- **Scope of work made clear:** the home page splits visitors into "*I own a home: residential*" and "*I own a business: commercial*", so each lands on the services and offer that fit them
- **Search structure:** service pages for roofing, remodeling, decks and patios and general contracting, plus 25+ city and county pages across Prince George's, Montgomery and Howard counties, and a first page-one result for roofing in Greenbelt, MD (Aug 2026)
- **Reviews:** 6 to 10 five-star reviews within the first month of the review system
- **Decks & Patios division:** a standalone Meta ads funnel, instant-estimate calculator and 30-day email follow-up sequence, which generated leads in its first weeks and is now being scaled

What would this look like for your business?

We'll run the searches your customers use, show you exactly where you stand and who is taking the calls that should be yours. No cost, no pressure.

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