



# LIVING PROOF CREATIVE | CERTAPRO ANALYSIS

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## About CertaPro Painters

CertaPro Painters started its business back in 1992. The main focus of their company was commercial and residential painting, but they took a different approach compared to all of the other locally owned painting companies.

Currently, CertaPro Painters are the largest residential painting contractor in North America with franchises in many states around the US. They have managed to get to this level primarily because of their digital marketing efforts which gives them a great advantage over their competitors. It also adds value to their franchise offer, as they are actually working primarily on lead generation for their franchises.

With their strong online presence, they can easily achieve a dominant position in any local market that neglects the importance of digital marketing.

## CertaPro Painters Website Analysis

Authority Score	Organic Search Traffic	Paid Search Traffic	Backlinks	Display Advertising
<b>49</b>	<b>115.3K</b> <span>+3.6%</span>	<b>71.7K</b> <span>+12%</span>	<b>2.3M</b>	<b>1.5K</b>
Semrush Domain R... 32.9K <span>↑</span>	Keywords 73.13K <span>↑</span>	Keywords 1.32K <span>↑</span>	Referring Domains 8.89K	Publishers 3.53K

At this time, the CertaPro Painters website has the **domain authority** of **49**, which is generally very good and extremely hard to achieve for most of the local competitors that have just started investing in digital marketing.

Authority score is primarily connected to the number of backlinks that a website has. They have built **2.3M backlinks** over the years and that is not something that can be achieved overnight. Their strong domain authority score is the main reason for their ability to rank highly in almost any new market that they want to breach.

CertaPro has **organic search traffic of 115.3k**, which means that each month they are getting around 115k users from Google search alone. Even **with the conversion rate of 1%**, it means that they can get around **1150 new leads each month**.

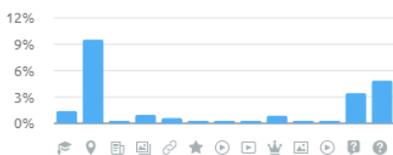
Even though they have very high organic traffic, they are still investing a large budget in paid advertising on a monthly basis. Their **paid search traffic is 71.7k**, meaning that they are getting an additional 71k users from paid search traffic alone, bringing their total traffic to around 185k. Considering that the **average cost per click** for the painting industry is around **\$4**, it means that they are still **investing around \$280k on a monthly basis** in online advertising on Google.

#### Distribution by Country

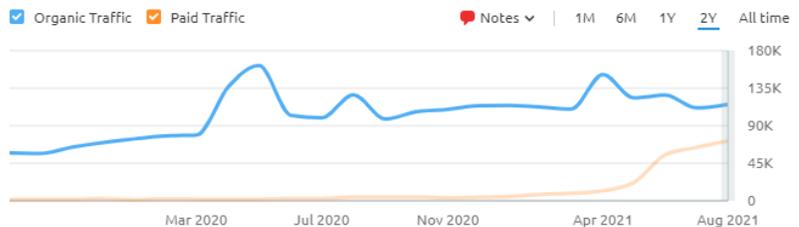
Countries	Traffic Share	Traffic	Keywords
Worldwide	100%	115.3K	73.1K
US	75%	86.1K	52.1K
CA	14%	16.4K	5.3K
IN	2.3%	2.7K	1.8K
PH	1%	1.2K	936
Other	7.8%	9K	13K

Compare

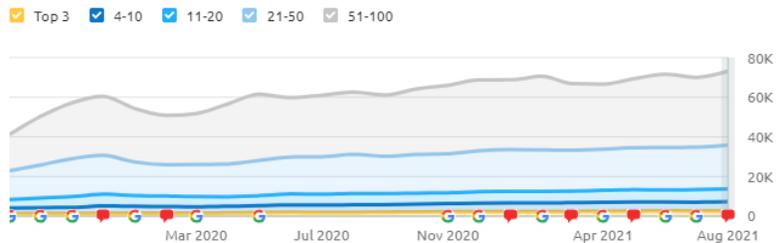
#### SERP Features US



#### Organic Traffic 115,280/month



#### Organic Keywords 73,134



CertaPro is currently ranking for 73,134 keywords in total, which they have achieved by having a very well optimized website and by publishing new blog posts on a regular basis.

### Top Organic Keywords (52,124)

Keyword	Pos.	Volume	CPC (USD)	Traffic %
<a href="#">certapro painters</a>	1	14,800	6.21	13.75
<a href="#">certapro</a>	1	3,600	6.52	3.34
<a href="#">painters near me</a>	8	90,500	7.44	3.15
<a href="#">professional painters</a>	1	5,400	7.39	2.94
<a href="#">residential painting</a>	1	2,900	8.02	1.58

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### Organic Position Distribution

Positions on Google SERP

### Main Organic Competitors (21,735)

Competitor	Com. Level	Com. Keywords	SE Keywords
<a href="#">fivestarpainting.com</a>	<div style="width: 20%;"></div>	1,442	44,732
<a href="#">wow1day.com</a>	<div style="width: 20%;"></div>	992	26,949
<a href="#">360painting.com</a>	<div style="width: 20%;"></div>	840	4,836
<a href="#">paintzen.com</a>	<div style="width: 20%;"></div>	689	21,771
<a href="#">hgtvhomebysherwinwi...</a>	<div style="width: 20%;"></div>	632	14,801

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### Competitive Positioning Map

Organic Search Traffic

Organic Keywords

The majority of CertaPro’s website traffic comes from non-branded searches - around 72% of total traffic. Some of the top keywords that they are ranking for are **Painters near me**, **Professional painters**, and **Residential painting**. All of these searches have a very high monthly search volume and considering that they are ranked among the top for these keywords, they are getting a majority of these users to come to their website.

The situation with branded vs non-branded traffic in most local businesses is quite opposite. Local businesses that do not invest in their blog or SEO usually have around 95-100% branded traffic compared to 0-5% coming from non-branded terms. This greatly limits their reach and narrows down their potential market.

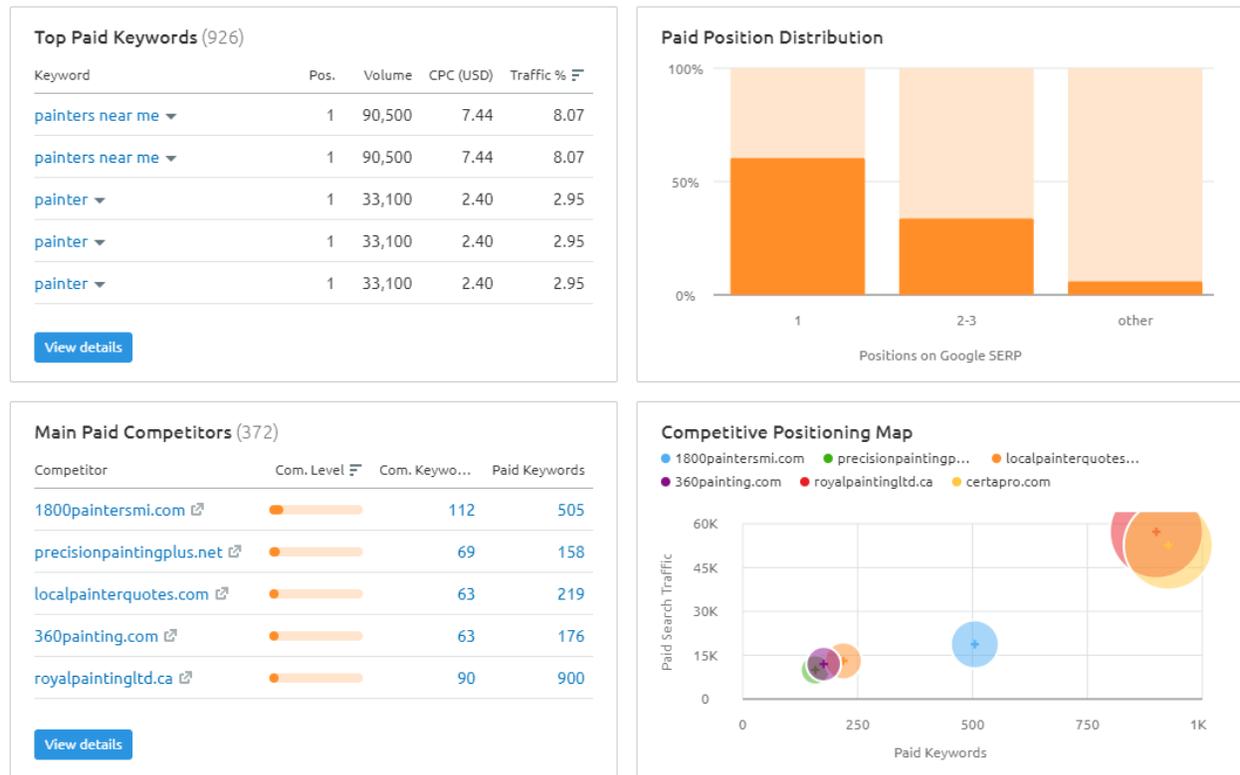
### Branded Traffic Trend

Oct 2020   Dec 2020   Feb 2021   Apr 2021   Jun 2021   Aug 2021

### Branded vs. Non-Branded

- Branded traffic: 27.7% by 658 keywords
- Non-Branded traffic: 72.3% by 51.47K keywords

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Even though CertaPro is ranking organically on the 8th position for **Painters near me** search query, that keyword is their primary focus for paid advertising. With a cost per click of \$7.44, this keyword is definitely not cheap to target, but it does bring in a large number of new leads to the company. They are getting 8.07% of all paid search traffic from this keyword alone.

## Key Takeaways

- The company's website is one of the most important resources for both commercial and residential painting companies alike as it can bring in new leads without being limited to referrals only
- Paid advertising is just as important as search engine optimization as it can reach potential leads at the moment of their need
- Publishing new content on a regular basis can lead to a large increase in the number of potential leads as it allows the company to rank for a larger number of non-branded keywords

- Investing in link building initiatives is one of the necessities for achieving better website ranking, even if the main goal of the company is targeting the local market
- Majority of painting companies is neglecting digital marketing and their website and are relying only on referrals for new business
- With the whole world going through digital transformation and the fact that new generations rely on Google for all decisions, the importance of digital marketing will significantly increase over the years



## Get in touch with Living Proof Creative

In case you're interested in a free assessment of your digital marketing performance, please feel free to reach out to Living Proof Creative and schedule a call with our team. We're providing a free consultation and a report of your current performance with guidelines on how to improve your website.

[Schedule Your Session](#)

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