

Adelaide Home Improvements

Where the magic happens 



Company Profile

Leading residential builder specialising in renovations and additions.

Strategy SEO Google Ads Social Media

With over 35 years of experience, AHI has established itself as one of the top addition builders in Adelaide. Dedicated to delivering exceptional craftsmanship and tailored solutions, AHI has built a strong reputation for enhancing homes across South Australia.

The Challenge

Before partnering with Augmentum Digital, Adelaide Home Improvements faced the challenge of maintaining a consistent and effective digital marketing strategy. They needed a trusted partner to maintain their high search engine rankings and provide a reliable stream of qualified leads without unnecessarily increasing marketing spending.

Our Analysis

Augmentum Digital identified that AHI's primary challenge was sustaining their competitive edge in search rankings while optimising lead generation. Without relying on other marketing channels, AHI's digital strategy had to perform consistently. The team also noted that transparency, trust, and regular communication were key expectations for AHI to feel confident in the partnership.

The Solution

To address AHI's needs, Augmentum Digital implemented a tailored SEO strategy that prioritised the development and optimisation of organic keywords built over time. Monthly in-depth reports offered actionable insights into website performance, visitor engagement, and lead generation metrics.



Regular Meetings Ensure Open Communication

Regular face-to-face meetings with their account manager ensured open communication and a clear understanding of AHI's business goals.



Monitoring Boosts Online Presence

By continuously monitoring and assessing digital traffic, Augmentum Digital refined AHI's online presence to maintain their number-one search engine rankings.



Leads Generated Without Extra Costs

The approach also ensured AHI could achieve a steady lead stream without additional advertising costs.

Results

The partnership between Adelaide Home Improvements and Augmentum Digital has delivered outstanding results

Consistent lead generation

50-60

leads per month for over two years, providing more inquiries than AHI can handle while maintaining the quality and care their customers expect.

Sole reliance on

SEO

AHI has eliminated the need for other forms of advertising, trusting Augmentum Digital exclusively for their marketing efforts.

Cost Top search engine rankings

#1 on Google

Augmentum Digital has kept AHI at the top of search results, ensuring they remain a considered option for potential customers.

[Visit Website](#) 

Client Testimonials

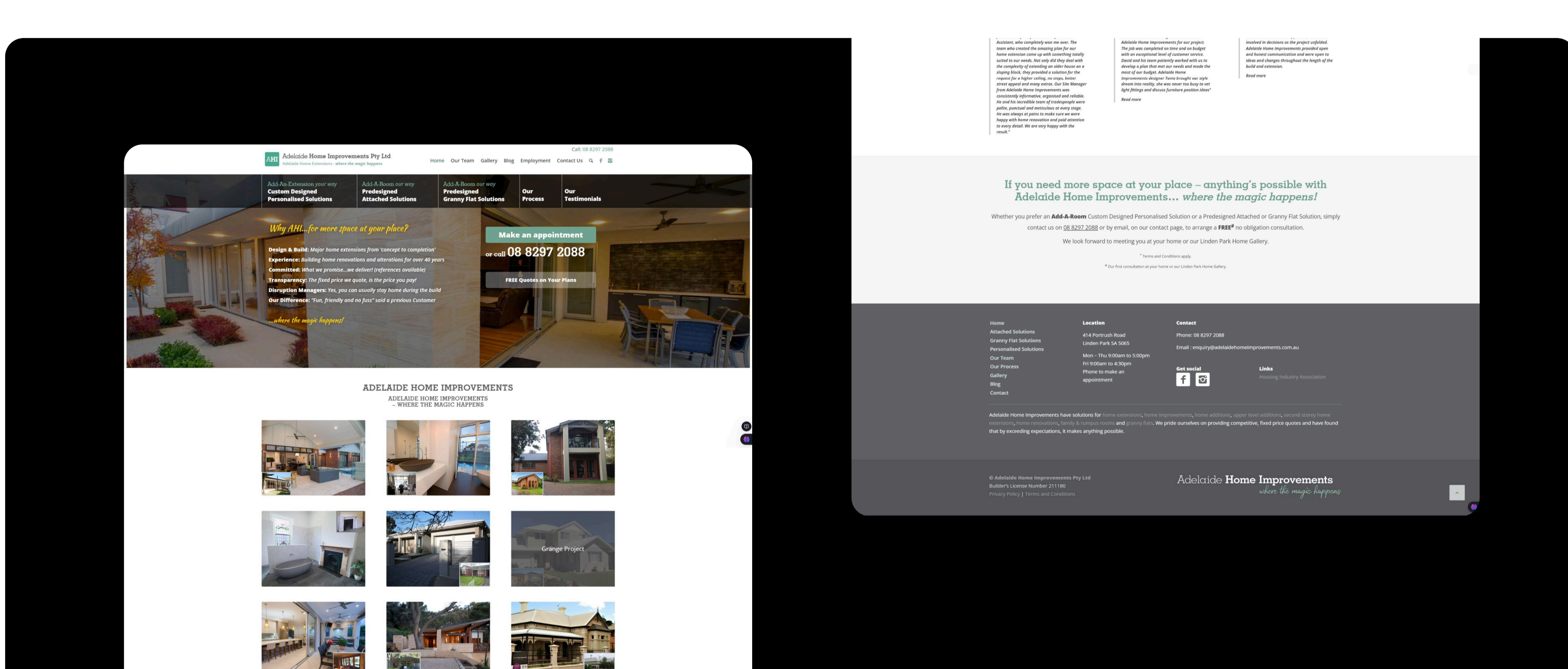
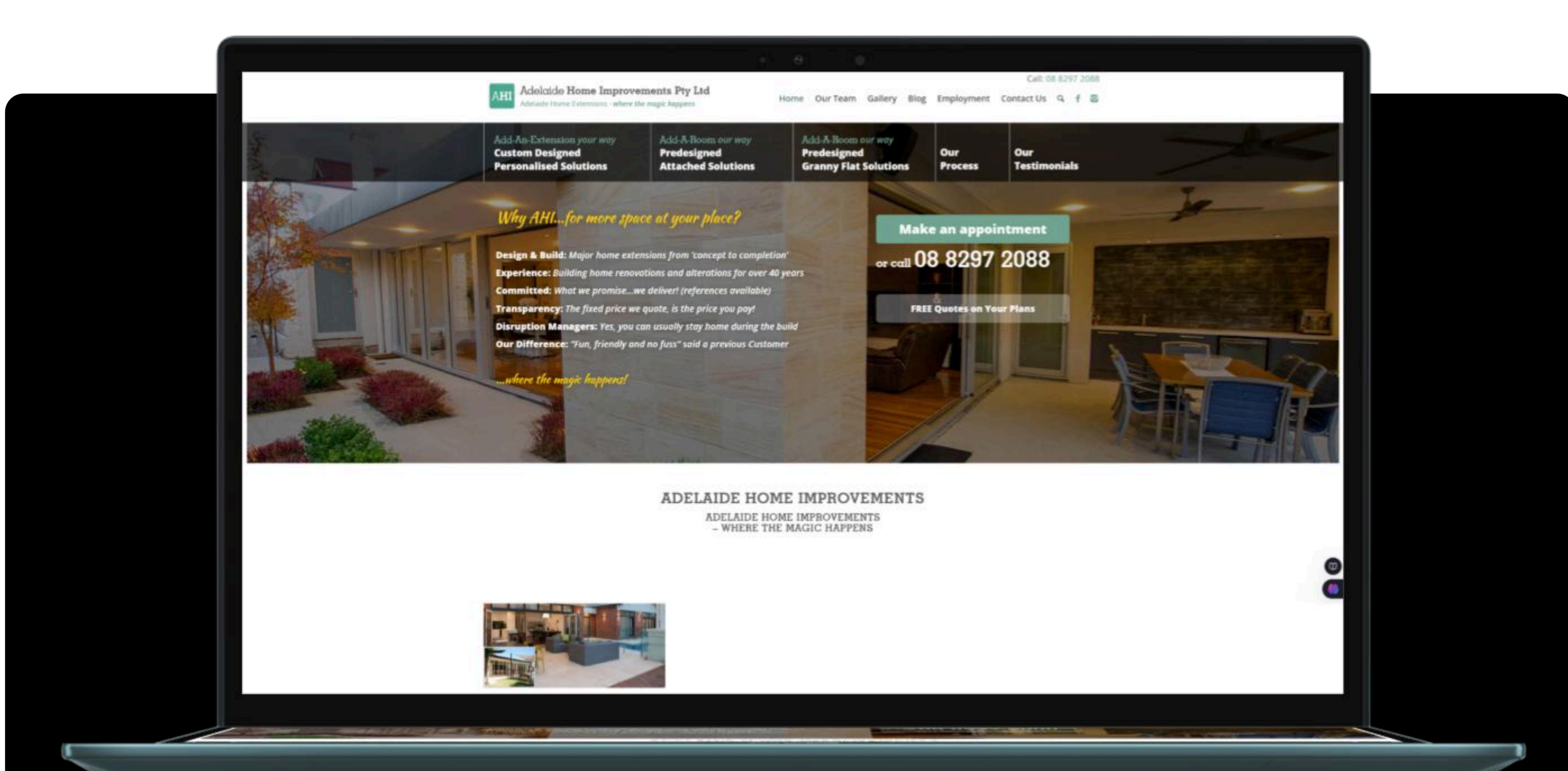
99

"The thing I've learned most about digital marketing is that it's not an overnight or instant result thing—it takes time to work its magic, and you need to be patient and have faith. Mark and his team have proved their worth and expertise. Sarah genuinely wants what is best for my business, even advising against increasing spend unnecessarily. Augmentum has consistently kept us number one in search rankings, and their transparency and honesty make them stand out. I couldn't be happier with the results they've delivered."



David Withers

Owner + Director
30+ years' experience in residential construction



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