



excel

C A B I N E T S



SEO STRATEGY CASE STUDY

Excel Cabinets SEO Strategy Project

Client:

Excel Cabinets

Analysis Tools:

Google Search Console, Google Analytics, Ahrefs, SpyFu, SEOwl

AI & Efficiency:

Gemini (research & data synthesis), ChatGPT (clustering and brainstorming)

Deliverables:

SEO Strategy Proposal, SEO Audit Report, Keyword Map, Contact Form Mockup, Landing Page/Service Page Mockups, UX Optimization Report

Key Takeaway:

Repositioned a local cabinet manufacturer from a generic retail SEO strategy to a high-intent B2B contractor-focused strategy, projecting a significant increase in qualified lead volume.

The Challenge

Excel Cabinets is a Northern Utah company that specializes in cabinets, countertops and flooring. For my final WGU project, I was tasked with developing a strategy that would improve Excel's digital presence and improve SEO. Currently, Excel Cabinets ranks low on Google search results for key terms like "cabinets in Utah" and "countertops in Salt Lake City."

The goal of the project was to increase website traffic by 50% and increase search engine rankings. Additionally, Excel wanted me to evaluate the user experience of their website and propose improvements.



The Solution

After conducting a detailed website audit, I decided that a multi-pronged approach was the best option. My proposal suggested the following solutions to boost SEO:

- Creation of contractor focused keyword strategy
- Addition of service landing pages
- Dedicated service pages
- Google Business Profile Upgrade
- Revised content strategy
- Redesign of catalog webpage
- Optimization of contact form



Phase 1: Excel SEO Strategy

Keyword Strategy Part 1: Contractor Focused:

During the audit of Excel's website, I learned that the site wasn't clearly assigning one primary keyword per page. Additionally, high-intent contractor and supplier keywords were not being directly targeted. I identified a significant B2B opportunity by targeting the contractor/builder segment, which accounts for 90% of the client's revenue.

With this in mind, I conducted keyword research that focused on how contractors and builders search for cabinet and countertop suppliers in the Utah market. When I had completed my research and compiled my final keyword list, I learned some interesting facts:

Key takeaways:

- Most keywords have very low competition (difficulty score ≈ 0)
- Search volume is modest (typically 20 searches/month or less)
- However, these are highly targeted, high-intent searches

Put simply, although not a lot of people search these terms, the ones who do are likely to become customers. This presented a strong opportunity for Excel Cabinets to quickly rank in Google and capture qualified leads with relatively little competition.

Since most of Excel's customers are contractors, I recommended that Excel Cabinets prioritize my list of high-intent contractor keywords and target them throughout their website immediately. Some of the top contractor focused keywords are listed below:

- builder cabinet pricing
- contractor cabinet pricing
- contractor cabinet pricing utah
- builder cabinet supplier utah
- contractor cabinet supplier utah
- cabinet supplier for contractors utah
- kitchen cabinets for contractors utah
- wholesale kitchen cabinets for contractors
- contractor countertops utah
- builder countertops utah

The keyword strategy for Excel involved creating a lot of new pages for future content. Therefore, I created a keyword map to match specific search terms with the correct pages.

KEYWORD MAP FOR EXCEL CABINETS

KEYWORD	INTENT	PAGE TYPE	BEST URL	ACTION	NOTES
builder cabinet pricing	Transactional	Service page	/cabinets	Optimize existing page	High buying intent—add pricing/program info for builders
builder cabinet supplier utah	Transactional	Service + Location	/cabinets	Create new page	Needs a Utah-focused landing page for B2B
builder countertop program utah	Transactional	Service page	/countertops	Create new page	"Program" = strong B2B intent—dedicated page needed
builder countertops utah	Transactional	Service + Location	/countertops	Create new page	Add Utah modifier page
cabinet contractor supplies utah	Transactional	Service + Location	/cabinets	Create new page	Broader supply keyword—needs targeting page
cabinet distributor utah	Transactional	Service page	/cabinets	Optimize existing page	Add "distributor" language for B2B clarity
cabinet showroom salt lake city	Commercial	Location page	/contact or homepage	Create new page	Showroom intent—needs dedicated page
cabinet supplier near utah	Transactional	Service page	/cabinets	Create new page	Strong core B2B keyword

KEYWORD	INTENT	PAGE TYPE	BEST URL	ACTION	NOTES
cabinet supplier near utah	Transactional	Homepage	/	Optimize homepage	Capture broader "near me" intent
cabinet suppliers salt lake city utah	Transactional	Location page	/	Create new page	Important geo landing page
cabinet supply salt lake city	Transactional	Location page	/	Create new page	Same as above—variation
cabinet vendor utah for builders	Transactional	Service page	/cabinets	Create new page	"Vendor" = builder language
commercial custom cabinets utah	Commercial	Service page	/cabinets	Create new page	Commercial-focused page needed
contractor cabinet pricing	Transactional	Service page	/cabinets	Optimize existing page	Add contractor pricing section
contractor cabinet pricing utah	Transactional	Location page	/cabinets	Create new page	Geo + pricing combo page
contractor cabinet supplier utah	Transactional	Service + Location	/cabinets	Create new page	Core revenue keyword
contractor cabinet supply	Transactional	Service page	/cabinets	Optimize existing page	Broader version—add to main page
contractor cabinet warehouse	Commercial	Service page	/cabinets	Create new page	Warehouse angle (inventory/scale)
contractor countertop program utah	Transactional	Service page	/countertops	Create new page	Same logic as builder program
contractor countertops utah	Transactional	Service + Location	/countertops	Create new page	High intent keyword

Keyword Strategy Part 2: Homeowner Focused

Although contractors are Excel Cabinets primary customers, a future goal of the company is to expand into the retail market. Therefore, I suggested gradually adding keywords and content that focused on homeowners. This phased approach would allow Excel to maintain strong performance in its core market while building a scalable foundation for future growth in the retail space. Below is a sampling of the keywords I recommended:

Homeowner focused keywords

- kitchen cabinets Utah
- cabinets near me
- bathroom vanities Utah
- bathroom cabinets near me
- shaker cabinets



Dedicated Service Pages

After my audit of the Excel Cabinets website, I realized that all services were listed on a single webpage. This limited the ability to rank for specific services. The solution was to create separate pages for kitchen cabinets, countertops and flooring.

In addition to explaining the service in detail, I recommended including an FAQ that mentioned their location and had a clear call to action.



Service Landing Pages

In order to attract more targeted traffic, I recommended the creation of highly focused landing pages designed to target specific services and keywords. To help the client visualize my ideas, I designed a high quality mockup for a landing page that promoted Excel's cabinetry service.

The mockup is a vertical layout for a landing page. At the top is a hero section with a background image of a modern kitchen. The text 'excel CABINETS' is in the top left, and 'CUSTOM CABINETS BUILT RIGHT SINCE 1995' is centered in large white font. Two green buttons labeled 'FREE CONSULTATION' and 'FREE QUOTE' are positioned below the main text. Below the hero is a section titled 'Quality You Can Trust!' in green. It features a smaller kitchen image on the left and a text block on the right describing the company's 31-year history and commitment to quality. A 'FREE QUOTE' button is at the bottom right of this section. The next section is 'What People Are Saying About Excel' in green, containing three customer testimonials with photos and 'Read More...' links. The final section is a green background with the heading 'Get a Free Quote' in white. It includes a form with fields for 'First Name', 'Email', and 'Phone Number', a 'Project Type' section with radio buttons for 'Kitchen' and 'Bath', and a 'FREE QUOTE' button. A small copyright notice is at the very bottom.

excel
CABINETS

CUSTOM CABINETS

BUILT RIGHT SINCE 1995

FREE CONSULTATION FREE QUOTE

Quality You Can Trust!

Excel Cabinets offers superior craftsmanship, lasting durability, and a commitment to excellence backed by 31 years of experience. As a family-owned company, we take pride in manufacturing high-quality cabinetry solutions designed to meet the needs of homeowners, dealers, and contractors alike.

The cabinet lines we represent offer relevant, quality products that are designed for functionality and durability. We are committed to delivering superior products and services that exceed your expectations and enhance the value of your properties.

FREE QUOTE

What People Are Saying About Excel

Jason Straymore
"Absolutely recommend the Excel team. They are efficient, clean, professional and do a great job!"
Read More...

Eric and Jenny Stanford
"We would recommend any client to work with CF and his team at Excel Cabinets! You cannot go wrong with them!"
Read More...

Sue Bradford
"I absolutely love the cabinets installed by Excel Cabinets! The attention to detail is phenomenal!"
Read More...

Get a Free Quote

First Name

First Name

Email

Phone Number

Project Type:

Kitchen

Bath

FREE QUOTE

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Google Business Profile Upgrade

To improve Excel Cabinets' Google Business Profile, I optimized GBP signals to increase visibility in the Google Local 3-Pack for "cabinet maker" categories.

Additionally, I recommended updating the name to "Excel Cabinets & Countertops" to highlight a key service without changing the brand.

The business description was rewritten to naturally include common search terms like kitchen cabinets, quartz countertops, and cabinet installation, making it easier for potential customers to find them.

I also recommended fully listing out all services, adding more high-quality photos to build trust, and increasing the number of customer reviews. Together, these changes made the profile more accurate, more competitive, and more likely to attract both homeowners and contractors.



Excel Cabinets Content Strategy

For the content strategy, the main focus was on giving potential customers more of the information they're already looking for before making a big purchase. Currently, the site is pretty light on details, so I recommended adding buyer-focused content around things like pricing, installation, financing, and real project examples.

I also recommended launching a blog as part of a broader content strategy to capture informational search intent—targeting top-of-funnel queries like cabinet pricing, quartz vs. granite, and design trends. This helps attract users in the research phase and build topical authority.

Additionally, several core service pages needed more comprehensive content to improve semantic relevance and give search engines clearer context. The goal wasn't just conversions, but aligning with user intent by answering common planning stage questions.

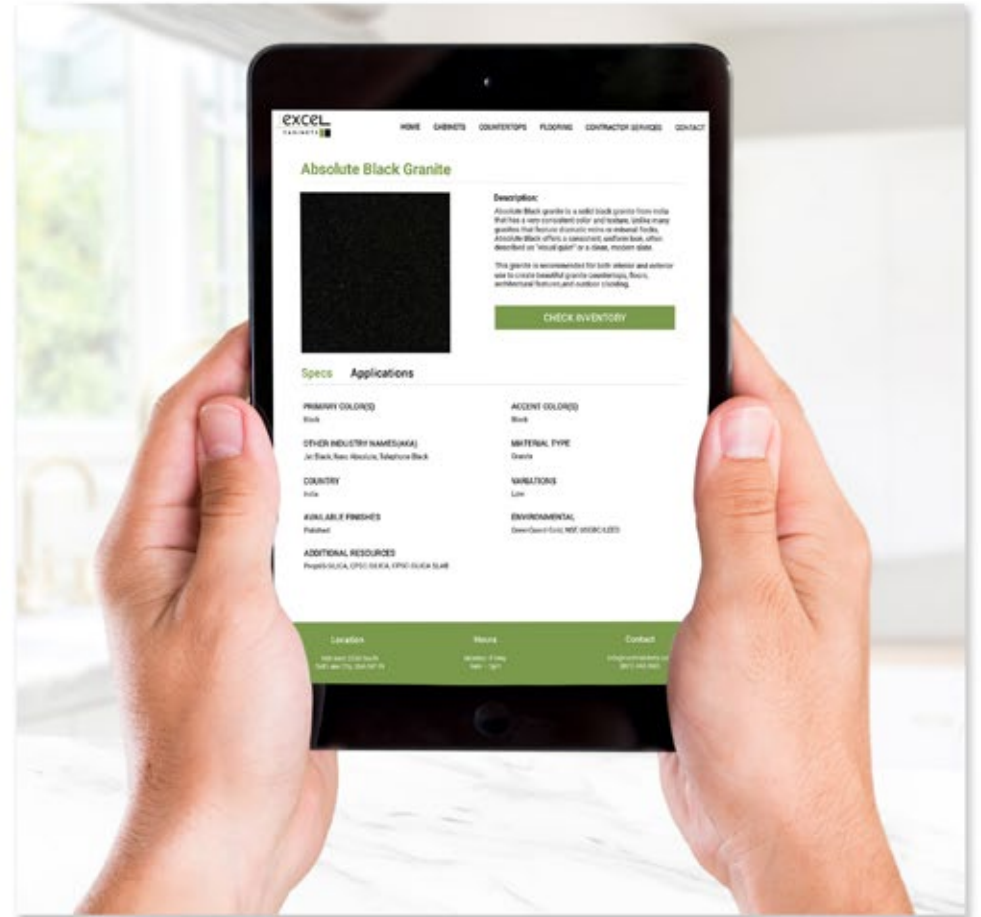
To tie everything together, I proposed a centralized content hub with guides, FAQs, and project showcases—strengthening internal linking, improving crawlability, and positioning the site as a go-to resource in the cabinetry space.



Phase 2: UX Optimization Strategy

Overview

From a UX standpoint, the current Excel Cabinets website is fairly decent. However, an extensive audit found plenty of areas for improvement. Specifically, the catalog page and contact form both needed major upgrades.

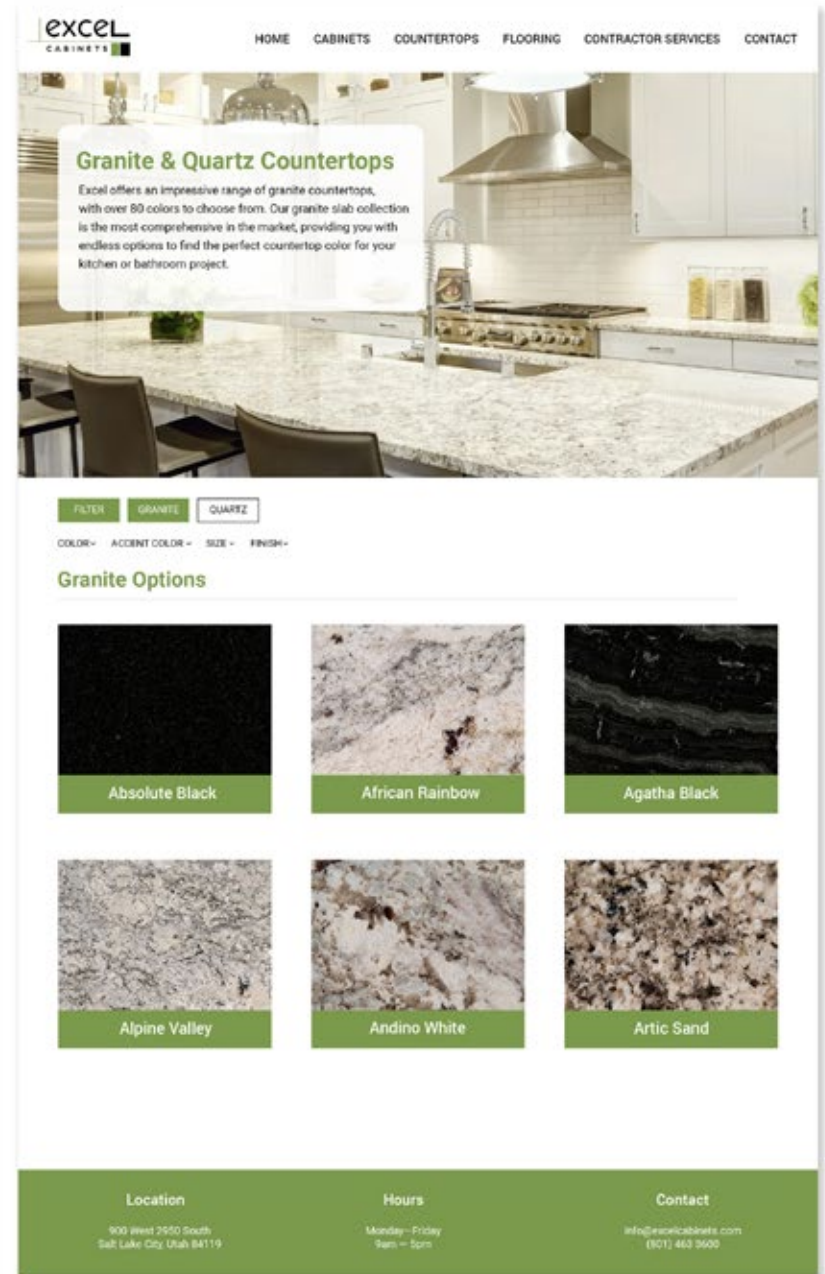


Catalog Page Redesign

The purpose of Excel's catalog page was to showcase the different options for each of their services. However, the options for each service were displayed on one very long webpage. Obviously, this was difficult to browse and not very user-friendly.

To fix this issue, I recommended creating a separate page for cabinets, countertops and flooring. This allowed for each page to have its own dedicated gallery. Secondly, I suggested the use of filters to help users quickly narrow down options.

In order to help the client visualize my ideas, I created mockups for a sample service page and accompanying product page.



Contact Form Optimization

The existing contact form had several usability issues that could be reducing quality leads and conversions for Excel Cabinets. My UX audit identified the problems below:

- no clear value exchange
- form is generic (does not segment users)
- weak CTA button
- no lead qualification
- lack of trust signals
- poor visual hierarchy
- single step format is overwhelming

1 — 2 — 3

Project Type

What are you interested in?
(select all that apply)

- Cabinets
- Countertops
- Flooring
- Full Project

NEXT

"Excel has done two kitchens for us and we were very pleased with both!"
John and Kelly Goodwin - Salt Lake Homeowners

1 — 2 — 3

Project Details

What best describes you?

- Homeowner
- Builder/Contractor
- Designer

Where are you in your project?

- Just exploring ideas
- Getting quotes
- Ready to start

Estimated Timeline:

- ASAP
- 1-3 months
- 3+ months

Estimated Budget:

- Under \$5k
- \$5k-15k
- \$15k-\$30k
- \$30k+

NEXT

My proposed solution was to create a multi-step form that addressed all of the issues mentioned above. Once again, I created mockups to illustrate my ideas. The optimized form showcased the following improvements:

- addition of a multi-step process
- improved visual hierarchy via a background
- stronger CTA button
- addition of customer testimonial to improve trust signals
- stronger lead qualifying questions

The image shows a multi-step contact form mockup. At the top, there are three numbered steps in circles: 1, 2, and 3. Step 3 is highlighted in green. Below the steps is the heading "Contact Information". The form consists of several input fields: "First name" and "Last name" (two separate boxes), "Email", and "Phone #". Below these is a "Project Details:" label followed by a large text area. At the bottom, there is a green button labeled "GET MY FREE QUOTE!". Below the button, there is a small line of text: "We'll review your request and get back to you within 24 hours."

The Results

Although the goal of the Excel Cabinets project was to create a strategy that would be implemented later, I wanted some ballpark stats on how successful my keyword strategy could possibly be. Therefore, I conducted a predictive analysis using industry-standard CTR (Click-Through Rate) benchmarks to project traffic gains.

2026 Organic CTR Benchmark Model

Metric	Position 1	Position 3	Position 5
Standard CTR (No AIO)	22.0%	9.5%	4.8%
AIO-Impacted CTR	8.6%	3.7%	1.9%
Weighted Average (40% AIO)	16.6%	7.2%	3.6%

Organic Click Estimates (Monthly)

Keyword	Est. MSV	Pos 1 Clicks	Pos 3 Clicks	Pos 5 Clicks
builder cabinet pricing	210	35	15	8
contractor cabinet pricing	260	43	19	9
contractor cabinet pricing utah	140	23	10	5
builder cabinet supplier utah	110	18	8	4
contractor cabinet supplier utah	150	25	11	5
cabinet supplier for contractors utah	180	30	13	6
kitchen cabinets for contractors utah	220	37	16	8
wholesale kitchen cabinets for contractors	310	51	22	11
contractor countertops utah	190	32	14	7
builder countertops utah	120	20	9	4
TOTALS	1,890	314	137	67

Results Summary

If Excel is able to secure top-ranking positions, there is a strong opportunity to capture a meaningful share of the contractor and builder market in Salt Lake City. Despite the growing presence of Google's on-page answers, achieving the #1 position for these high-intent keywords is still projected to generate 300+ qualified organic visits per month.

However, click-through rates decline significantly beyond the top position. Rankings in positions 3 through 5 maintain some visibility, but traffic acquisition drops off considerably— with the #1 result driving more than twice the traffic of position #3 and several multiples of position #5.

The key takeaway is clear: visibility alone is not enough. To remain competitive and maximize organic acquisition, Excel should prioritize owning top positions for its highest-value keywords.