



SUCCESS STORY

HOW WE HELPED ELITE GARAGE DOORS & GATES RECOVER FROM A LINK FARM SEO ISSUE

Impact

ORGANIC USERS

Organic users increased by
22.35%

ENGAGEMENT RATE

Engagement rate increased by
8.97%

ORGANIC KEYWORDS

Organic keywords increased to
870+

CONVERSIONS

Key events increased by
39.06%

The Client's Story

Elite Garage Doors & Gates is a trusted provider of garage door and gate installation, repair, and maintenance services. Over time, the business had built a strong local reputation, but its online visibility suffered after being impacted by spammy backlinks and link farm signals. Following low quality content & spam backlinks updates, the website experienced major ranking drops, declining organic traffic, and weakened authority metrics. The business needed a structured SEO recovery strategy to rebuild trust and regain lost visibility safely.

The Challenge

01

Google Update Impact

The website experienced a significant decline in rankings and traffic following spam-focused algorithm updates.

02

Toxic Link Farm Signals

SEMrush flagged unhealthy backlink patterns and link farm-related authority issues.

03

Declining Organic Visibility

Several high-value local service keywords lost rankings, affecting lead flow and enquiries.

04

Weak Trust Signals

Poor-quality backlinks reduced domain credibility and impacted overall SEO performance.

The Turning Point: Our Partnership

Rather than applying temporary ranking fixes, the focus was placed on rebuilding long-term SEO trust. We approached the project with a recovery-first mindset, cleaning toxic backlinks, strengthening authority signals, and restoring the website's credibility through sustainable SEO practices. The objective wasn't just traffic recovery. It was to rebuild a healthier digital foundation that Google could trust again.

Link Farm Cleanup & Backlink Audit

01

Performed a detailed backlink analysis to identify toxic and spam-driven referring domains affecting authority.

Authority Recovery Strategy

02

Removed harmful signals and rebuilt a cleaner backlink profile with more trustworthy SEO practices.

Technical SEO Optimization

03

Improved website structure, crawlability, indexing health, and on-page SEO elements to support recovery.

Local SEO & Keyword Recovery

04

Focused on regaining rankings for high-intent garage door and gate service keywords across target areas.

Continuous SEO Monitoring

05

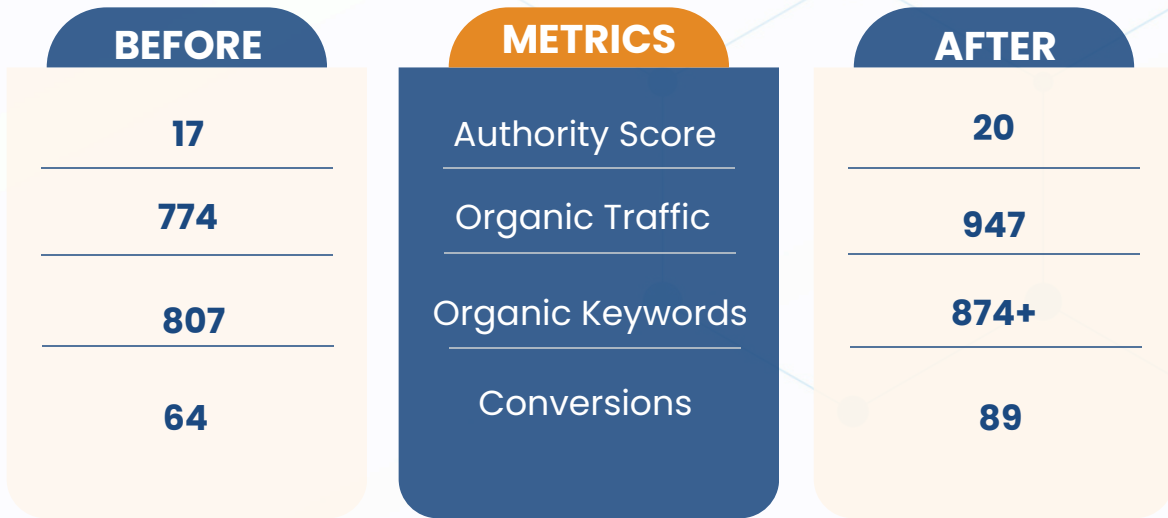
Closely tracked algorithm changes, backlink quality, and authority improvements to ensure stable long-term growth.

Impact

Within months, the website successfully recovered from spam-related authority issues and began regaining organic visibility steadily. By removing toxic backlink signals and rebuilding SEO trust, the website achieved stronger rankings, healthier engagement metrics, and improved local search visibility. More importantly, the recovery was built on sustainable SEO strategies designed to protect the brand from future algorithm-related risks.

The Results

3 MONTHS OF SEO IMPACT IN NUMBERS



Search: First user prim... Channel Group

Comparison

	Total users	New users	Returning users	Engagement rate	Average engagement time per active user	Event count All events	Key events All events	User key event rate All events
Organic traffic	947 vs. 774 ↑ 22.35%	905 vs. 741 ↑ 22.13%	136 vs. 109 ↑ 24.77%	59.31% vs. 54.43% ↑ 8.97%	1m 14s vs. 48s ↑ 53.85%	8,055 vs. 5,607 ↑ 43.66%	89.00 vs. 64.00 ↑ 39.06%	8.37% vs. 7.58% ↑ 10.38%
Direct traffic	3,368 vs. 6,942 ↓ 51.48%	3,424 vs. 6,971 ↓ 50.88%	121 vs. 66 ↑ 83.33%	27.67% vs. 19.3% ↑ 43.35%	20s vs. 6s ↑ 216.92%	17,172 vs. 31,426 ↓ 45.36%	98.00 vs. 63.00 ↑ 56.77%	2.65% vs. 0.89% ↑ 196.64%
Referral & affiliates traffic	291 vs. 87 ↑ 234.48%	274 vs. 81 ↑ 238.27%	56 vs. 11 ↑ 409.09%	59.36% vs. 39% ↑ 52.21%	38s vs. 13s ↑ 184.78%	2,985 vs. 447 ↑ 567.79%	33.00 vs. 0.00	9.97% vs. 0%

1 Organic Search

Feb 1 - Apr 30, 2026

Channel	Organic traffic	Direct traffic	Referral & affiliates traffic
Organic Search	839 (88.6%)	832 (91.93%)	101 (74.26%)
Organic Search	0 (0%)	0 (0%)	0 (0%)
Organic Search	5 (1.72%)	1 (0.36%)	5 (8.93%)

Nov 1, 2025 - Jan 31, 2026

Channel	Organic traffic	Direct traffic	Referral & affiliates traffic
Organic Search	679 (87.73%)	670 (90.42%)	87 (79.82%)
Organic Search	0 (0%)	0 (0%)	0 (0%)
Organic Search	2 (2.3%)	0 (0%)	1 (9.09%)

% change

Channel	Organic traffic	Direct traffic	Referral & affiliates traffic
Organic Search	23.56%	24.18%	16.09%
Organic Search	0%	0%	0%
Organic Search	150%	0%	400%

Overview Growth report Compare by countries

AI Search Today

AI Visibility	Mentions	Cited Pages
17	39	41
ChatGPT	6	21
AI Overview	0	0
AI Mode	24	27
Gemini	9	10

SEO

Authority Score	Organic Traffic	Paid Traffic
17	585	0
Traffic Share	Organic Keywords	Paid Keywords
26%	807 +16%	0

AI Search

AI Visibility	Mentions	Cited Pages
17	34	40
ChatGPT	8	16
AI Overview	2	1
AI Mode	17	25
Gemini	7	11

SEO

Authority Score **20** Good

Traffic Share **33%**

Organic Traffic **1.5K**

Organic Keywords **874** +9.4%

Paid Traffic **0**

Paid Keywords **0**

Ref.Domains **1.6K**

Backlinks **14.3K**

Referring Domains: elitegaragedoorsandgates.com

Category: Construction & Maintenance

New and Lost Referring Domains

New Lost

Last 6 months



1M 6M 1Y 2Y All time

Days Months Export

Traffic

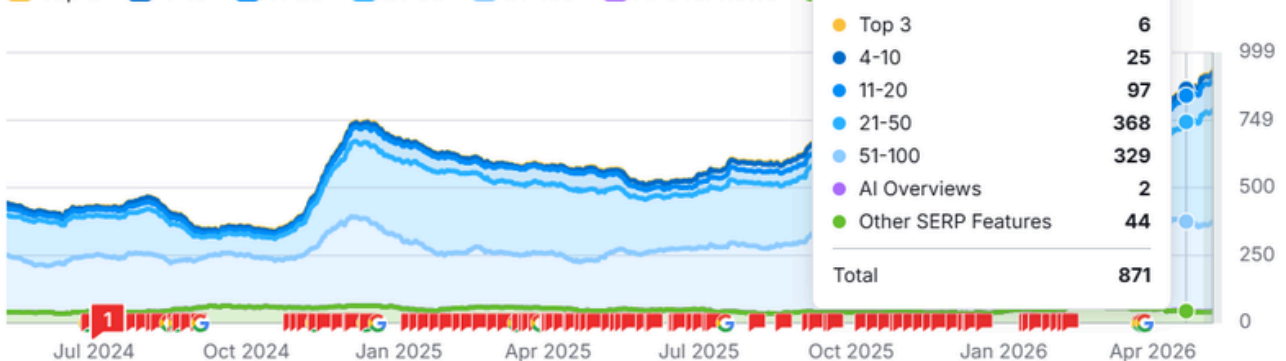
Organic Traffic Paid Traffic Branded Traffic | Notes

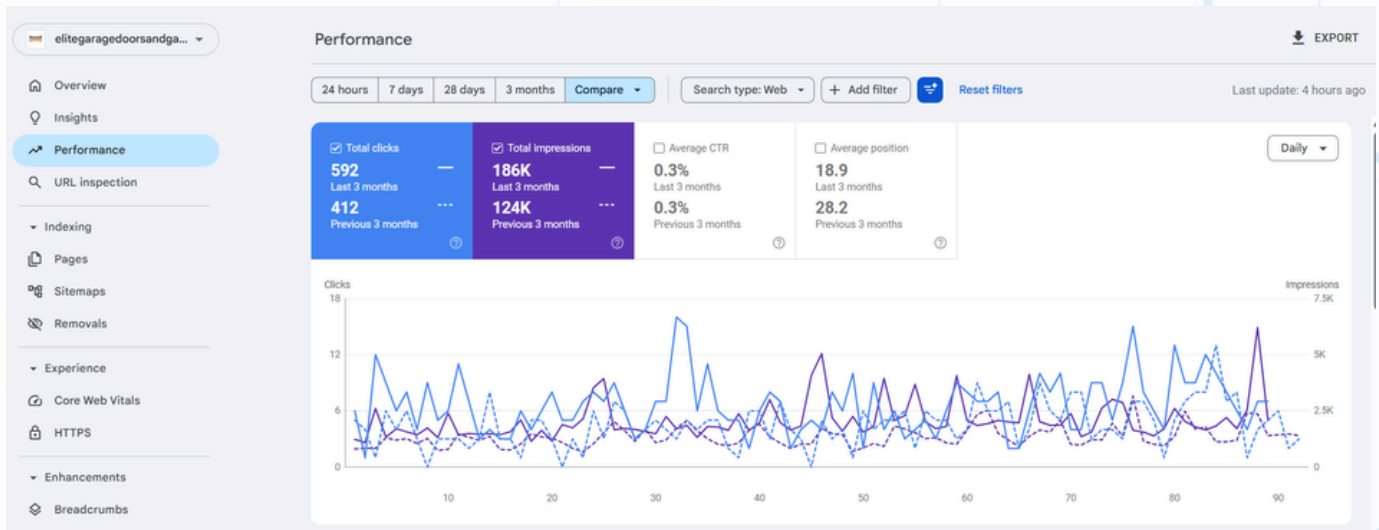


Keywords

Organic Paid

Top 3 4-10 11-20 21-50 51-100 AI Overviews





Client Feedback

"After the Google update hit our website, we saw a major drop in rankings and leads. The recovery strategy helped us clean up years of harmful backlinks and regain visibility steadily. We're now seeing healthier traffic, better rankings, and stronger enquiries again."

The Story Continues...

With the link farm issue resolved and SEO authority stabilised, the next phase focuses on scaling local visibility, strengthening high-quality backlinks, and expanding organic growth through sustainable SEO strategies that support long-term rankings and lead generation.

Lost rankings after a Google update or spam backlink issue?

Let's rebuild your SEO the right way