



# Big Tex Storage: Strategic SEO Case Study

A comprehensive analysis of how Centric transformed digital lead generation for Houston's premium self-storage provider through strategic SEO implementation, content optimisation and local search enhancement.

# About Big Tex Storage

Big Tex Storage stands as Houston's premium self-storage provider, offering sophisticated climate-controlled facilities with enhanced security features. Their state-of-the-art storage solutions cater to both residential customers seeking safe storage for valuable possessions and business clients requiring secure inventory management.

With multiple locations across Houston, Big Tex Storage has established itself as a market leader in the competitive self-storage industry, distinguished by its exceptional customer service and premium facility features.

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# The Initial Challenge

## Low Conversion Rates

Despite attracting organic website traffic, Big Tex Storage struggled to convert these visitors into paying customers. The disconnect between site visitors and conversion actions indicated missed opportunities in the customer journey.

## Poor Keyword Rankings

The company was failing to rank effectively for high-intent keywords that potential storage customers were using in their search queries, limiting visibility at crucial decision points.

## Content Gaps

Existing website content failed to address customer frequently asked questions or pain points, missing vital opportunities to engage potential customers and demonstrate value proposition.

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# Defining Objectives



## Boost Organic Visibility

Dramatically improve search engine rankings for self-storage related queries in the Houston market to increase qualified traffic.



## Increase Conversion Rates

Transform site visitors into paying customers by improving the user journey and addressing conversion barriers.



## Build Local Authority

Establish Big Tex Storage as the authoritative source for Houston storage solutions through strategic content and local SEO.

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# Strategic Approach Overview



## 1 Comprehensive Research

Conducted in-depth keyword research focusing on intent mapping to understand what potential customers were searching for and why.

## 2 Local SEO Enhancement

Optimised Google My Business profiles for all locations, enhancing local visibility and driving location-specific traffic.

## 3 Content Restructuring

Redesigned website content strategy to target specific user intents at different stages of the customer journey.

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# SEO Tactics Employed

1

## High-Intent Query Targeting

Focused on specific, high-converting search queries such as "best storage size for 1-bedroom flat" and "climate-controlled storage near me" that indicated users were ready to make decisions.

2

## On-Page Optimisation

Refined meta titles, descriptions, headers and content to incorporate local keywords and service-specific terminology that matched user search patterns.

3

## Technical SEO Improvements

Enhanced site architecture, improved page loading speeds, fixed crawlability issues and implemented structured data markup to improve search engine visibility.

4

## Backlink Development

Built quality backlinks from relevant local business directories and industry publications to strengthen domain authority and local relevance signals.

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# Content Strategy

The content strategy focused on addressing customer needs at each stage of the decision-making process, from initial research to final purchase decision.

1

## Targeted FAQ Content

Developed comprehensive FAQ sections addressing the most common customer questions about storage options, pricing, security, and accessibility.

2

## Educational Resources

Created detailed resource pages including storage guides, size calculators, and packing tips to establish authority and provide value to potential customers.

3

## Feature Differentiation

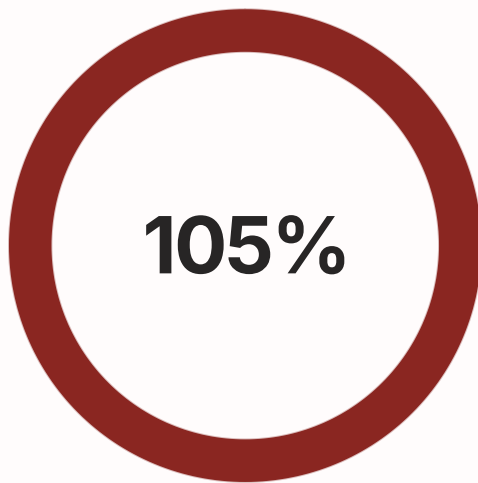
Clearly articulated the benefits of climate-controlled versus standard storage through comparison pages and feature highlights that educated customers on the value proposition.

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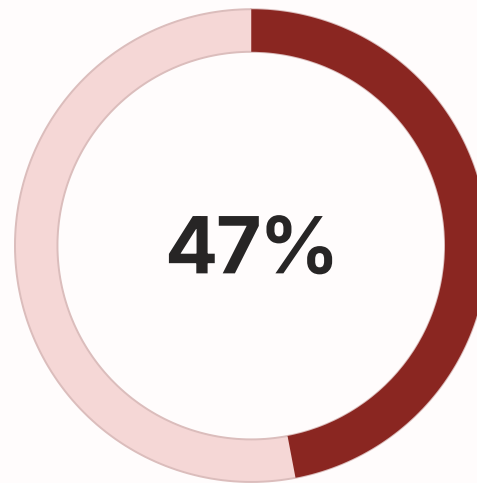
# Client Testimonial & ROI

"Centric's SEO strategies delivered a 105% surge in conversions while decreasing our cost per lead by 47%. Their industry expertise and responsive approach have made them an invaluable partner in our digital marketing efforts."

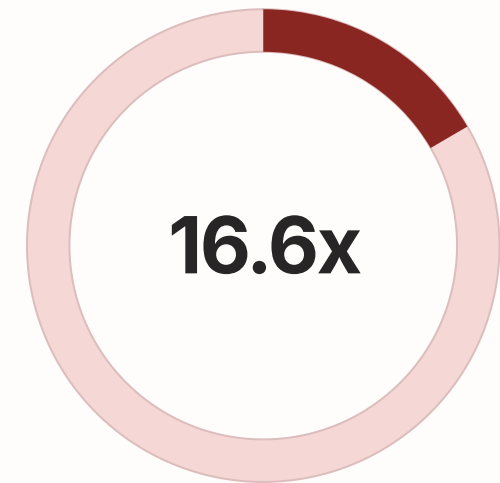
— President, Big Tex Storage



Conversion Increase



Cost Per Lead Reduction



Return on Investment

## Exceptional Return on Investment

The SEO campaign delivered a remarkable 16.6x return on investment, significantly outperforming previous digital marketing initiatives and establishing a new benchmark for success.

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# Measurable Results

**120%**

## Increase in Search Impressions

Big Tex Storage gained significantly higher visibility in search results, with top rankings for core search terms in the Houston market.

**17%**

## Growth in Organic Calls

Monthly organic calls increased from 94 to 110, demonstrating greater customer engagement and interest.

**32%**

## Higher Click-Through Rates

Improved meta descriptions and titles led to substantially higher CTRs from search engine results pages to the website.

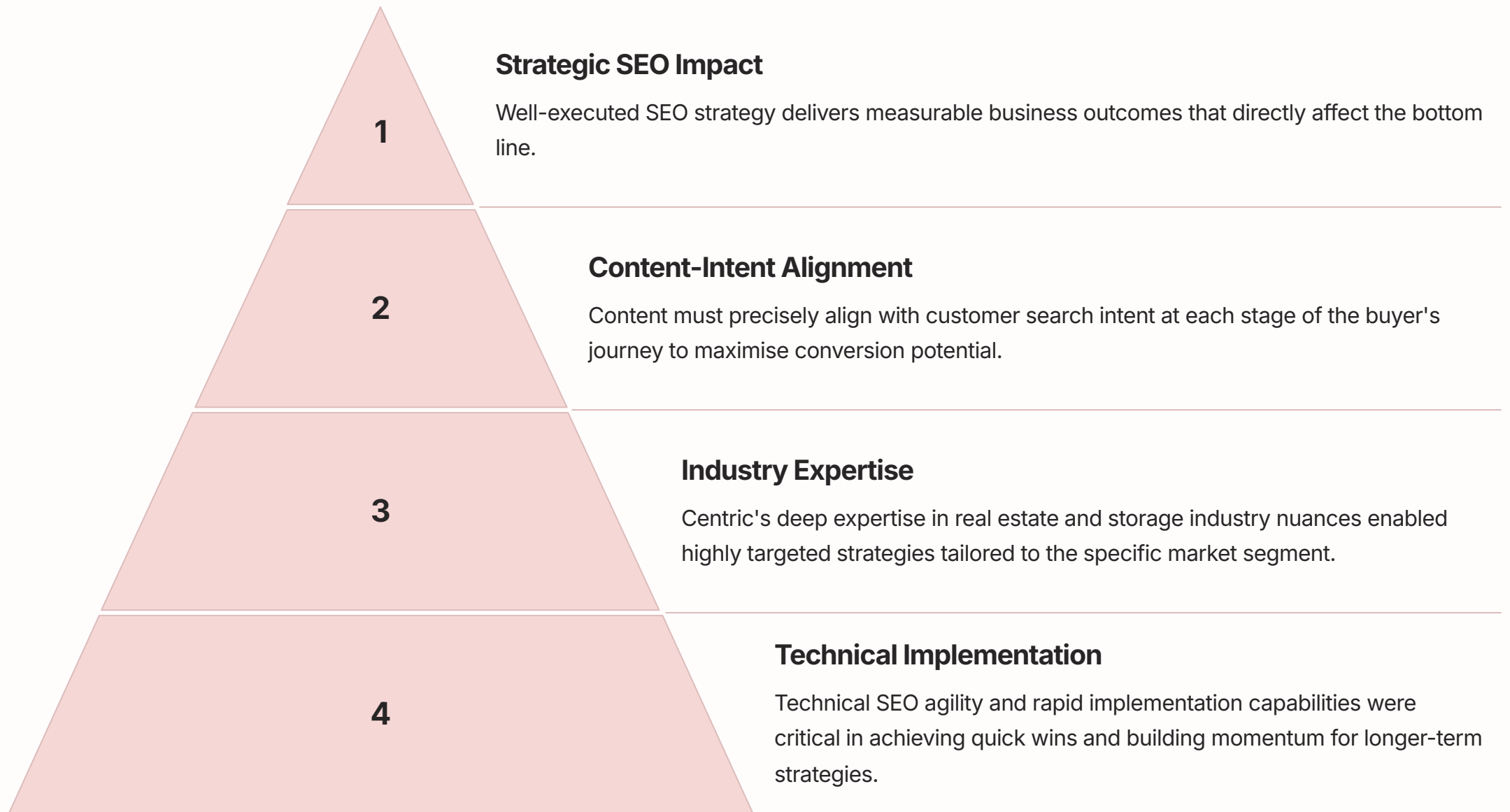
**105%**

## Surge in Conversions

The campaign doubled the number of storage unit bookings originating from organic search traffic.

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# Key Takeaways & Agency Value



This case study demonstrates how targeted digital strategy can transform lead generation for specialised businesses in competitive markets, creating sustainable growth through organic search visibility.

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