

Executive Summary

- **Client:** JG Vertical (Commercial abseiling & strata building maintenance)
- **Agency Partnership:** AdVisible (now AIIMS Group)
- **My Role:** SEO Copywriter & Content Implementation Strategist
- **The Outcome:** **+944% increase in organic clicks, +525% increase in non-branded impressions,** and a record-breaking **27 organic conversions** in a single month.

The Challenge: Navigating a Total Data Blackout

When JG Vertical launched their latest website, they expected an exciting influx of new business. Instead, they hit an immediate digital wall- A complex site migration went awry, completely erasing their online presence and leaving our team in a complete data blackout with zero historical data or goal tracking configured in Google Analytics. For a specialised abseiling company that relies entirely on connecting with commercial business owners and busy strata managers, this invisibility was a massive roadblock. To make matters tougher, established industry competitors were already dominating the search engine results pages (SERPs), leaving JG Vertical sitting at the bottom of the market.

It was the ultimate "going in blind" scenario. Rebuilding their digital pipeline meant rolling up our sleeves, embracing plenty of trial and error, and crafting an award-nominated B2B search strategy from a completely blank slate.

Strategic Objectives

To reverse their traffic slump and capture high-intent commercial leads, AdVisible established aggressive, quantifiable targets:

Traffic Expansion: Boost non-branded organic traffic initially, scaling to a consistent 50+ visits per month.





Pipeline Development: Scale organic conversions from a baseline of zero up to a steady 5 to 7 conversions per month.

Authority Building: Grow the site's Domain Rating (DR) and double the number of Referring Domains.

The Strategy: Where Data Met Creative Writing

With the site migration leaving our specialists completely in the dark, the turnaround required a seamless partnership between numbers and narrative. I collaborated directly with our lead SEO Analyst to translate complex technical briefs, competitive market gaps, and raw keyword maps into a living, breathing content framework. My role was to transform rigid spreadsheets into high-converting, organically optimised web copy across all of JG Vertical's critical category/services pages. Balancing strict search requirements with a warm, professional tone, I utilised SEMrush keyword research and readability tools to ensure our messaging was as clear and authoritative to Google's algorithm as it was to busy commercial building managers.

My Copywriting Blueprint:

Category Copy Overhaul: Drafted high-intent organic web copy from scratch for all core service landing pages, including *Maintenance*, *Specialist*, and *Rescue & Safety*.

Intent-Driven Keyword Mapping: Interpreted competitor keyword gaps to seamlessly weave high-value commercial terms and keywords into natural, persuasive B2B copy.

Top-of-Funnel FAQ Creation: Wrote targeted, structured FAQ sections that addressed the exact safety, compliance, and budget anxieties of strata managers, instantly lifting the site's search trust.

Algorithmic & Readability Tuning: Polished every page using SEMrush to maximise structural readability scores while fiercely maintaining the brand's authentic voice.

Original Category Pages

MAINTENANCE

- + High Rise Window Cleaning
- + Pressure cleaning / building wash down
- + Concrete / render repairs
- + Caulking and water proofing

- + Painting and protective coating
- + Gutter clearing
- + Defect rectification
- + Trade assistance

RESCUE & SAFETY

- + Design and planning of Height Safety Systems
- + Anchor point installation
- + Anchor testing and certification
- + Walkway and ladder systems
- + Supply and installation of safety nets
- + Confined space
- + Standby rescue
- + Engineering and consultation



Maintenance Services

- > High Rise Window Cleaning
- > Pressure cleaning / building wash down
- > Concrete / render repairs
- > Caulking and water proofing
- > Painting and protective coating
- > Gutter cleaning
- > Defect rectification
- > Trade assistance



There's not much we can't clean

Our team has over a decade of experience in window cleaning. We provide window cleaning services for all of the different building types listed below. We're confident we can provide a solution that will satisfy you.

- . High rise residential buildings
- . Medium density residential buildings
- . Commercial buildings
- . Offices and Warehouses
- . Industrial and Factories
- . Multi Storey Retail Shop Fronts
- . New Developments and Builds
- . High Rise schools and universities
- . Car showrooms
- . Strata, Community and Company title buildings.

— [Talk to Us](#)

FAQ

What is the process of high rise window cleaning?

High rise window cleaning is an arduous process. As professional high rise window cleaners are often required to work in physically demanding and dangerous conditions, they must be proficient and qualified in managing the risks that come with being suspended high up several storey buildings, and executing [services](#) effectively.

Rope access techniques for high rise window cleaning are developed from climbing and caving with the ability to ascend and descend, as well as change from one rope to another to efficiently clean all parts of a window.

The window cleaners are set off anchors which are firmly mounted on the roof. These anchors ensures that all workers can clean windows safely as they descend vertically to the next window.

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Snippets of the finalised, keyword-mapped category page copy and FAQ's.

The Results: Award-Winning Growth

Our strategic overhaul moved JG Vertical from market anonymity to top-tier visibility, completely smashing our initial targets:

- **Explosive Traffic Growth:** Non-branded organic impressions surged by **525%**. Organic clicks climbed by **944%**, achieving a peak of **124 organic visits** in February.
- **Lead Generation Breakthrough:** Smashed the original target of 5–7 monthly conversions, generating a record-breaking **27 high-value organic B2B conversions** in a single month.
- **Keyword Domination:** Total keyword indexation jumped by **49% on desktop** and **41% on mobile**, securing multiple top-3 rankings and totalling **270+ ranking keywords overall**.
- **Authority Multiplied:** Domain Rating rose from **0 to 3**, and referring domains surged past the original target to **28 distinct linking domains**.