

The paving company where leads to be paved

APAK Paving A specialized paving contractor delivering residential and commercial asphalt services. They handle high-ticket paving, resurfacing, and asphalt maintenance projects where local trust and search visibility directly dictate contract volume.

The Vulnerability

Most paving contractors get stuck in an expensive trap: either paying \$80+ per click on Google Ads or buying shared, low-intent leads from platforms like Angi or HomeAdvisor. APAK Paving had the crew and equipment to scale, but their digital pipeline was exposed. They needed a direct local search presence to capture property owners and commercial managers actively looking for paving bids—without bleeding money to third-party ad networks.

The Build

We overhauled their local search presence to capture high-intent commercial and residential searches across their service area.

- **High-Intent Keyword Engineering:** We bypassed generic, low-conversion search terms and targeted exact-match keywords that commercial property owners and homeowners use when they are ready to hire a paving crew.
- **Technical & Local Search Fixes:** We resolved technical site bottlenecks and aligned their local search markers, ensuring Google recognized APAK as the primary local paving authority in their market.
- **Asset Footprint Expansion:** We optimized their core service pages to turn standard visits into direct bid requests, building an organic footprint that stays active year-round.

The Verdict

The optimization strategy built a reliable, organic search engine that delivers consistent inbound inquiries without an ad bill attached.

- **Expanded Search Reach:** Scaled their total ranking footprint to 127 targeted paving keywords, achieving an 18.69% overall increase in search visibility.
- **Sustained Traffic Volume:** Built a steady stream of roughly 559 monthly organic visits from local property owners needing asphalt work.
- **Compounding Pipeline Value:** Generated an estimated \$1,400 per month in organic traffic value—giving them a direct line of incoming job inquiries without paying for every single click.

The Nexstack Standard

Furqan Shaikh, CEO *We transition companies off the paid ad treadmill. By building self-sustaining organic search infrastructure, we scale qualified pipelines by 30–50% in 90 days—replacing rented traffic with compounding digital assets*

