

PRESS RELEASE

Cabinet Boost Details SEO Services Built on Project Pages

Cabinet Boost

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LONG BEACH, CA — October 28, 2026 — Cabinet Boost , a marketing agency that works exclusively with cabinet, kitchen, and bath businesses, has detailed how its SEO services turn completed installations into search visibility. Each finished project becomes its own web page, giving cabinet stores, showrooms, and remodelers a growing library of local content tied to real work in the neighborhoods they serve.

According to the company, the process starts after an install is complete. The project is photographed, and a dedicated page is written describing the scope, materials, and neighborhood, with schema markup added so search engines can read the details. Over time, each page targets searches in its own city, building visibility in places where a single homepage or portfolio slider rarely ranks.

The project pages are supported by city service-area pages, Google Business Profile management covering categories, services, photos, posts, and questions, a steady flow of new reviews, and consistent listings across directories, trade associations, and manufacturer dealer locators. Technical work addresses site speed, mobile rendering, schema, and crawlability. Keyword targeting focuses on searches that signal buying intent rather than high-traffic terms that rarely convert. The agency does not purchase backlinks.

Sezgin Arslan, Founder of Cabinet Boost, said: “Every cabinet company already has its best marketing material: the kitchens it has installed. Most of those projects end up in a photo gallery that Google can’t really read. When each install gets its own page, the work a company has already done starts bringing in the next customer.”

Monthly reports track calls, direction requests, and booked showroom visits rather than rankings alone. Rankings build gradually as Google re-crawls new pages and reviews and citations accumulate. Because organic rankings take months to build, the agency often runs SEO alongside Google Ads so appointments can be booked while search visibility grows. The same foundation also supports the company’s separate AI search service, which tracks visibility in ChatGPT, Perplexity, and Google AI results.

In a published case record, NextDAY Cabinets, a distributor serving Virginia and Maryland, moved from an average Google position of 36 to 8. Cabinet Boost reports working with more than 60 cabinet and home improvement businesses.

The SEO program is available to showrooms, cabinet stores and dealers, custom cabinet makers, remodelers, countertop and flooring companies, design professionals, manufacturers, and multi-location groups. For homeowner-facing showroom programs, the agency guarantees 20 qualified showroom appointments in the first 90 days or the client does not pay. For manufacturers and distributors selling to the trade, targets are set on the strategy call based on the client's dealer and builder pipeline.

The SEO program is also part of the agency's recently introduced Custom Closet Marketing program for independent closet companies. Business owners can request a free audit or a strategy call, during which the agency maps local competitors and outlines the path to outranking them in the owner's market.

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