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BlogMaster360

• CASE STUDY • OFF-PAGE SEO + LOCAL SEO

CADMAP: ranking #1 for the searches that win survey work.

How our guest posts, tiered backlinks, off-page SEO and AI visibility work put a UK land and building surveyor at the top of Google for local, buying-intent searches.

THE GOAL

Put CADMAP in front of architects, developers and planners at the moment they search for a surveyor in London and the South East.

#1

“topographical survey
london”

150 searches a month · UK

#1

“gpr survey cost”

150 searches a month · UK

\$2M

Client sales in the last 12
months

Reported by the client

+6

More websites ranked

Same SEO playbook, beyond
cadmap.co.uk

Client: CADMAP Ltd

Land & building surveyors · UK

Data: Ahrefs, Oct 2026 · sales reported by client

THE CLIENT · THE CHALLENGE

A specialist surveyor in a busy local market.

CADMAP Ltd is a TSA-approved land and building surveying practice. Architects, planners, developers and designers rely on it for accurate survey data before they design or build.

WHAT CADMAP OFFERS

- Topographical surveys
- Measured building surveys
- PAS 128 utility surveys
- GPR surveys
- CCTV drainage surveys
- 3D laser scanning (BIM)
- Drone surveys
- Setting out engineering
- CAD services

WHERE THEY WORK

- 
North Finchley
London
- 
Cranleigh
Surrey
- 
Brighton
Sussex
- 
Southampton
Hampshire

THE CHALLENGE

Survey work is won locally. Buyers search for a service, a place or a price, such as “topographical survey london” or “gpr survey cost”, then contact one of the first few results. CADMAP needed its service pages in those top spots, with enough authority to stay there.

OUR BRIEF

- 1 Rank the service pages for local, buying-intent searches
- 2 Build authority with guest posts and tiered backlinks
- 3 Make CADMAP’s services clear to AI search tools

WHO WE NEEDED TO REACH

- Architects
- Planners
- Developers
- Designers

WHAT WE DID

Authority first: links that point to the pages that sell.

1 Guest posts

Articles on relevant, established websites with natural links to CADMAP's service pages, building authority around surveying and construction.

2 Tiered backlinks

Each guest post was backed by a second tier of supporting links, so more authority flows through to the pages that bring in enquiries.

3 Local off-page SEO

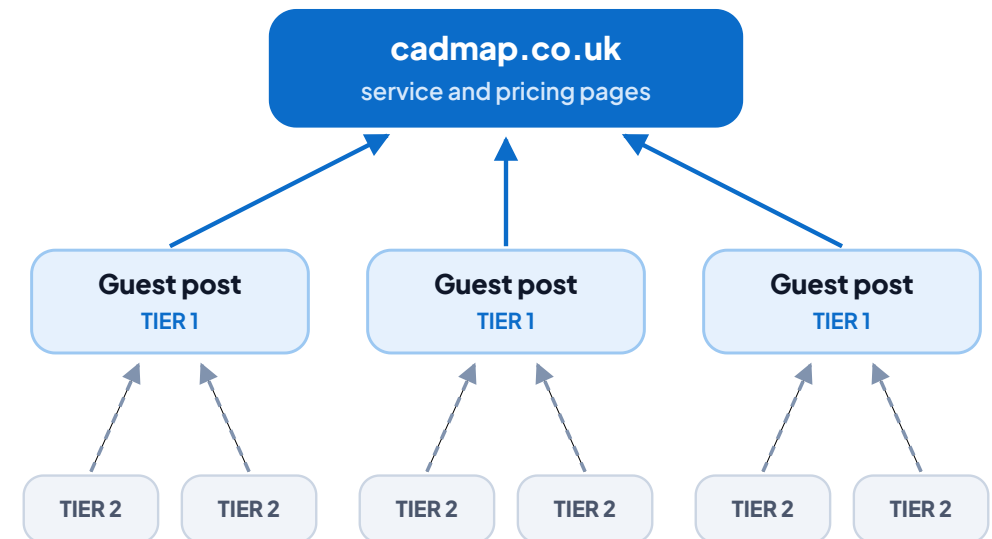
Off-page work focused on the areas CADMAP serves, so it ranks for searches that pair a service with a place, like "topographical survey london".

4 AI visibility

Clear, consistent information about CADMAP's services, prices and coverage, so AI search tools like Google AI Overviews and ChatGPT can understand and recommend the business.

How the tiered link structure works

A simplified view of the link building for cadmap.co.uk



■ **Tier 1:** guest posts on relevant websites link straight to CADMAP's service and pricing pages.

■ **Tier 2:** supporting links point to the guest posts, not to CADMAP, so each Tier 1 link carries more weight.

The same playbook has since ranked 6 more websites.

RESULTS · RANKINGS

#1 on Google UK for buying-intent searches

Ahrefs · October 2026

4 of 5

top keywords rank #1

490

monthly searches where CADMAP is #1

2

buying-intent searches at #1 (price and local)

Keyword	Search type	Searches / mo	Position
topographical survey london	Local service	150	#1
gpr survey cost	Price research	150	#1
cad map	Brand	100	#1
cadmap	Brand	90	#1
gprs survey	Service	150	#6

Top countries		Top keywords	United Kingdom	Position	Volume
United Kingdom	74%	cadmap		1	90
United States	9%	gpr survey cost		1	150
Bangladesh	5%	topographical survey london		1	150
India	5%	cad map		1	100
Philippines	5%	gprs survey		6	150

Top pages	United Kingdom	Traffic
https://www.cadmap.co.uk/	113	37%
https://www.cadmap.co.uk/3d-visualisation/gpr-survey-price	61	20%
https://www.cadmap.co.uk/3d-visualisation/topographical--utility-gpr---measured...	52	17%
https://www.cadmap.co.uk/surveying/gprs-surveys	14	5%
https://www.cadmap.co.uk/surveying/setting-out-engineering	9	3%

Ahrefs · top countries, keywords and pages

EVIDENCE

BUYING-INTENT SEARCHES

Someone searching “gpr survey cost” or “topographical survey london” is close to booking. Ranking first puts CADMAP in front of buyers at the moment they choose a surveyor.

BRAND SEARCHES

Ranking first for “cadmap” and “cad map” means people who hear the name find CADMAP straight away, not a competitor.

TRAFFIC · BUSINESS IMPACT · WHAT'S NEXT

Steady local traffic, real business growth

Ahrefs · Oct 2026 · sales reported by client

\$2M

Client sales, last 12 months
Reported by the client

407

Organic visits a month
Ahrefs estimate

\$1.1K

Monthly traffic value
What this traffic would cost in Google Ads

74%

Visitors from the UK
The market CADMAP serves

Organic traffic of
https://www.cadmap.co.uk/

Domain including subdomains

Organic traffic ↓
407

Traffic value ↓
\$1.1K

Domain Rating ↓

URL Rating ↓

Get DR and UR free with [Ahrefs SEO Toolbar](#)



Month	Organic Traffic
Jun	~400
Jul	~400
Aug	~400
Sep	~450
Oct	~400

Ahrefs · traffic held near 400 a month, peaking in September

EVIDENCE

Pages that bring in visitors

Share of UK organic traffic

Homepage	37%
GPR survey price	20%
Topographical, utility & GPR surveys	17%
GPRS surveys	5%
Setting out engineering	3%

4 of the top 5 pages are service or pricing pages, the pages that turn visits into enquiries.

STILL RANKING

CADMAP still ranks at the top for local survey searches.

BEYOND THIS SITE

The same playbook has ranked 6 more websites.

WHAT'S NEXT

Social media marketing, so the brand buyers find on Google also shows up where they scroll.