

Keyword list based on Competitor SEO Data

Color coded to easily identify which keywords are lower difficulty with a reasonable monthly search volume.

Keyword Stats to Rank For July 1, 2024 - June 30, 2025									
Keyword	Currency	Avg. monthly searches	Three month change	YoY change	Competition	Competition (indexed value)	Top of page bid (low range)	Top of page bid (high range)	Ad impression share
kitchen remodel portland	USD	5000	-90%	0%	Medium	33	8.97	36.10	2%
kitchen remodel portland oregon	USD	5000	-90%	0%	Medium	33	8.97	36.10	2%
kitchen remodel cost portland oregon	USD	50	0%	0%	Low	4			
kitchen designer portland	USD	500	0%	0%	Low	22	5.69	17.83	
kitchen remodel contractors portland oregon	USD	50	0%	0%	Low	7			
kitchen designers portland oregon	USD	500	0%	0%	Low	22	5.69	17.83	
kitchen design portland oregon	USD	50	0%	0%	Medium	51	3.85	54.53	
average cost of kitchen remodel in portland oregon	USD	50	0%	0%	High	73	3.92	19.11	
kitchen contractor portland	USD	50	0%	0%	Low	4			
kitchen design portland	USD	50	0%	0%	Medium	55	4.72	16.98	
portland kitchen remodeling contractor	USD	50	900%	900%	Low	2			
kitchen remodel cost portland	USD	50	0%	0%	Low	8			
kitchen renovation portland	USD	5000	-90%	0%	Medium	33	8.97	36.10	2%
kitchen remodel contractor portland	USD	50	900%	900%	Low	2			
kitchen renovation portland oregon	USD	5000	-90%	0%	Medium	33	8.97	36.10	2%
portland kitchen renovation	USD	5000	-90%	0%	Medium	33	8.97	36.10	2%
kitchen remodeling oregon	USD	10 - 100	0%	0%	Low				
basement remodeling portland	USD	500	0%	900%	Low	23	8.92	40.31	<1%
basement remodel portland oregon	USD	500	0%	900%	Low	23	8.92	40.31	<1%
portland basement finishing	USD	500	0%	900%	Low	23	8.92	40.31	<1%
basement finishing portland oregon	USD	50	0%	0%	Medium				
construction portland oregon	USD	500	0%	0%	Low	26	4.37	27.82	<1%
commercial contractors portland oregon	USD	500	0%	0%	Low	28	4.24	31.33	1%
portland area home builders	USD	50	-100%	-100%	Unknown				
basement remodel portland oregon	USD	500	0%	900%	Low	23	8.92	40.31	<1%
patio cover contractors portland oregon	USD	50	-100%	0%	Unknown				
best portland roofing company	USD	50	0%	0%	Low	16			
construction costs portland oregon	USD	50	-100%	-100%	Unknown				
portland adu contractor	USD	50	0%	0%	Low	14			
renovations portland oregon	USD	500	0%	0%	Low	9	7.26	31.15	1%
residential construction portland oregon	USD	50	=	0%	Low	7			
sidewalk repair contractors portland oregon	USD	50	0%	=	Low	0			
local contractors portland	USD	10-100		0%	0%	Low			
portland home remodeling contractors	USD	10-100		0%	0%	Low	4%	\$10.00	\$24.43
portland oregon remodeling contractors	USD	100-1k		0%	0%	Low	<1%	\$6.27	\$32.59
remodeling contractors portland	USD	100-1k		0%	0%	Low			
home remodeling contractors portland oregon	USD	10-100		0%	0%	Low			
portland remodeling company	USD	100-1k		0%	0%	Low			
portland remodeling contractor	USD	100-1k		0%	0%	Low			
remodeling contractors portland or	USD	100-1k		0%	0%	Low			
remodeling portland or	USD	100-1k		0%	0%	Low			
remodel contractors portland oregon	USD	10-100		0%	0%	Low			
whole home remodel portland	USD	10-100		0%	0%	Low			
whole house remodeling portland	USD	10-100		0%	0%	Low			
LITTLE TO NO SEARCH VOLUME FOR LAKE OSWEGO									
kitchen remodel lake oswego	USD	10-100	-90%	0%	Medium	4%			
basement remodel lake oswego	USD	10-100	-100%	-100%					
bathroom remodel contractors portland oregon	USD	10-100		900%	900%	Low			
bath remodel portland	USD	100-1K	-90%	0%	Low				
portland bathroom remodeling contractor	USD	10-100	900%	900%	Low				
bathroom remodeling contractors in my area	USD	100-1k	0%	0%	Low				
Keywords our BIGGEST seo competitor is ranking for:		Too broad, will need to add	"near me" to many						
home renovation contractors	USD	50000	0%	900%	Low	9	4.62	22.36	
home remodeling contractors	USD	50000	0%	900%	Low	13	4.94	23.29	<1%
remodeling contractors	USD	50000	0%	0%	Low	22	5.82	24.45	<1%
home remodeling near me	USD	50000	0%	0%	Low	29	5.08	24.82	<1%
renovation contractors	USD	5000	0%	0%	Low	21	6.05	30.15	
remodelers near me	USD	50000	0%	0%	Low	20	5.47	24.19	<1%
house remodel contractors	USD	50000	0%	900%	Low	13	4.94	23.29	<1%
house renovation contractor	USD	50000	0%	900%	Low	13	4.94	23.29	<1%
home remodeling	USD	50000	0%	0%	Low	19	4.86	20.37	<1%
renovation companies	USD	5000	0%	0%	Low	30	5.66	23.76	
home remodeling companies	USD	5000	0%	0%	Low	17	4.71	23.30	
home improvement companies	USD	5000	0%	0%	Low	25	5.86	27.03	
home renovation company	USD	5000	0%	0%	Low	17	4.71	23.30	
home restoration contractors	USD	500	0%	0%	Low	21	7.03	24.00	
contractor for home renovation	USD	50000	0%	900%	Low	13	4.94	23.29	<1%
home renovation	USD	50000	0%	0%	Low	27	3.37	16.43	<1%

Competitor Analysis & Our Positioning

https://www.catalystconstructionllc.com/	Catalyst Construction & Remodeling
Ranking Keywords	garage builders portland oregon (1), portland garage builders (2), portland remodeling company (6), garage builders portland (6), kitchen remodeling oregon (6), portland kitchen remodel (7), remodeling contractors portland or (8), remodel contractors portland oregon (8), portland remodeling contractor (8), portland remodeling companies (8), construction remodel companies (8), portland kitchen contractor (8), kitchen remodel oregon (8), kitchen remodel construction (8), remodeling contractors portland (9), portland oregon kitchen remodel (9), kitchen remodel portland (10),
Strengths	Clear Service Pages & Navigation: They've organized services into dedicated pages: Kitchen Remodeling, Bathroom Remodeling, Basement Remodeling, ADU Construction, etc. which makes their site structure clean and intuitive. Testimonials and "Our Blog" pages help support credibility and content depth. Consistent Online Listings: They appear on Angi, Houzz, Yelp, and Nextdoor, with local reviews and contact info that support their Google Best Profile and map visibility. Social Proof & Reviews: Their testimonials page includes client quotes praising professionalism, craftsmanship, timelines, and pricing. These testimonials help with trust signals. Nextdoor reviews highlight real homeowner recommendations and specific details about projects. Industry Recognition: They're touted in resources like Angi and MapQuest as a reputable remodeler with awards or local recognition.
Weaknesses	Limited Blog Content: Their blog exists but seems sparse or underdeveloped, which limits opportunities for ranking blog-driven, intent-based queries like "move-in ready tips" or project planning guides. Content Depth & SEO Optimization: Service pages are clean but relatively short. Google tends to favor pages with 600–1,200+ word depth, including process overviews, materials, timelines, FAQs, and location mentions. Metadata like title tags and meta descriptions could be optimized more strategically (e.g. specific service + service area combos). Backlinks: Though they show up on platforms like Angi and Nextdoor, majority of their 373 backlinks are fake/paid which are being ignored by Google (resulting in DA of 8). Internal Linking: Navigation structure appears solid, but the presence and flow of internal linking between service pages, blog and testimonials may be shallow — potentially missing opportunities to pass link equity deeper.
Our Positioning	Aim to launch a richer blog strategy on TortoiseConstructionLLC.com — covering homeowner tips, local remodeling FAQs, and project showcases. Optimize service pages with more detailed content: explainer sections (process, materials, timelines), mini-FAQs, cities served, and schema markup. Continue building citations and dofollow backlinks (directories, guest posts, partnerships, and Google-approved platforms). Feature photo galleries and testimonials prominently , and cross-link them internally to inject relevance and authority. Monitor competitors' ranking keywords (like "Portland ADA conversion" or "kitchen remodel cost Portland") and tailor your content to capture gaps.
Keyword Focus (directionally accurate)	Oregon kitchen remodeling company, Portland Metro home remodeling, General contractor for kitchen, bath, basement, ADU.
https://www.lamenttree.com/	Lament Tree Design & Construction
Ranking Keywords	bathroom vanity types (1), how to get a permit after work is done (1), home addition pricing (6), home addition prices (7), home addition costs (9), cost of home additions (9), best home siding (5), best siding for homes (8), interior trim (9), steel moment frame (4), how long does a bathroom remodel take (4), moment frame (7), how long does it take to remodel a bathroom (7), how long does bathroom remodel take (7), add second story to house (9), adding a second story to a house (9), add a second story to a house (9), level 4 sheetrock finish (9), adding a second floor to a house (10), design build near me (8), home remodeling calculator (4), how much does a home addition cost (8), bathroom remodeling portland or (5), adding a bathroom to a house (5), dormer addition (3), crawl space to basement conversion (4), bathroom addition (6), crawlspace to basement conversion (4), plywood vs mdf kitchen cabinets (2), mdf vs plywood kitchen cabinets (2), mdf vs plywood for kitchen cabinets (2), mdf vs plywood cabinets (4), mdf vs plywood for cabinets (4), cabinets mdf vs plywood (4), mdf cabinets vs plywood (4), cabinet mdf vs plywood (4), painted or stained cabinets (2), painted vs stained cabinets (2), crawlspace conversion (4), stained or painted kitchen cabinets (2), painted versus stained kitchen cabinets (2), types of shower pans (4), laminate vs wood cabinets (2), wood cabinets vs laminate (2), wet wall reviews (2), types of vanity (3), types (3), crawlspace to basement (3), does a house need a bathtub (4), convert crawlspace to basement (4), does a house need a tub (4), paint vs stain cabinets (4), does a house have to have a bathtub (5), types of vanities (5), high end remodel (6), stained versus painted cabinets (2), black stained cabinets vs painted (4), stain versus paint cabinets (4), add dormer to attic (4), installing shower wall panels over drywall (4), after the fact permit (5), can you add a bathroom to a house (5), second story addition over garage (6), retroactive building permits (2), dekton vs granite (2), design & build contractor (7), how strong is quartz (2), how to get a permit after work is done nj (4), what is half wall paneling called (2), stained cabinets vs painted cabinets (2), design build vs general contractor (2), general contractor vs design build (2), moment frame steel (3), raising basement ceiling (3), moment frame structure (3), moment frame construction (4), can you get a permit after work is done (2), best exterior material for house (3), should labor cost more than materials (3), grey stained cabinets vs painted (4), is quartz strong (2), after the fact building permit (2), building permits after the fact (2), kitchen cabinets painted vs stained (2), different types of vanities (3), get permit after work done (3)

Competitor Analysis & Our Positioning

Strengths	Clear Service Structure & Navigation They have dedicated service pages for Kitchens, Bathrooms, Whole-Home, ADUs, Additions, and Basements, all clearly accessible from their main menu. This helps both users and search engines understand their service offerings. Strong Local Service Area Coverage. The site includes specific service-area pages for Portland, West Linn, Beaverton, Lake Oswego, Oregon City, and SW Washington. This establishes location relevance and supports geo-targeted SEO. Content-Rich “Learning Center” Blog Their Learning Center features well-crafted resources like cost guides (“How Much Does a Home Addition Cost in Portland”) and ranking posts like “Top 10 Design-Build Firms in Portland”. These contribute value and help earn rankings for informative queries. Brand Authority Messaging Their About page tells a compelling story of a family business, core values, and streamlined design-build process. They emphasize transparency in budgeting and consistency in scheduling (claims like “within 5% of budget” and “less than 2 days variance” build trust).	
Weaknesses	Limited Backlink Authority Despite ranking well and having trust signals, their Domain Authority is around 23, which falls behind larger competitors. The number of high-quality referring domains is relatively low even if traffic and keywords are strong (though higher than ours and Catalyst). Thin Content Depth on Some Pages Some service pages are concise and may lack sections like in-depth FAQs, detailed process descriptions, or cost ranges especially compared to competitors’ long-form content. Internal Linking Could Be Stronger While navigation is clear, deeper interlinking between blog posts, service pages, portfolios, and Learning Center resources could amplify keyword relevance and user engagement. Unclear Social/Review Signals in Learning Content Though social and review presence likely exists, there’s limited cross-linking between Learning Center content and review/testimonial pages, which could enrich trust signals and dwell time.	
Our Positioning	Expand to 600–1,200+ word pages with process, FAQ, materials, city references. Launch a robust blog focused on homeowner + resale topics (“move-in ready”, “planning tips”). Prioritize guest posts, local media, and partnerships to build high-quality backlinks. Emphasize multi-city/location content (Portland and Beaverton, Tigard, Lake Oswego, etc). Showcase testimonial quotes within live service pages and blog posts	
Keyword Focus (directionally accurate)	Portland home remodeling company, Portland Kitchen Remodeling, Portland Bathroom Remodeling, Portland Home Additions, Portland Whole Home Remodel, Portland Basement Remodeling, Portland ADU Construction.	
https://necrafthome.com/	ReCraft Home Remodeling	Consistently sh
Ranking Keywords	whole home remodel portland (2), remodeling contractors portland or (6), remodeling contractors portland oregon (6), portland remodeling companies (6), remodelers portland oregon (6), portland remodeling company (7), remodeling contractors portland (8), portland remodeling contractor (9), remodel contractors portland oregon (5), home renovation portland (5), home remodeling portland or (6), home remodel portland or (6), home remodeling portland oregon (7), home remodeling portland (7), home renovation portland oregon (7), portland home remodeler (9), basement remodel portland (6), basement remodeling portland oregon (6)	
Strengths	Comprehensive Service Structure They offers clear, distinct pages for key services. Basement remodeling, bathroom, kitchen, whole-home remodels, and ADUs. This helps users and search engines clearly understand their offerings. Strong Credibility & Testimonials Their Houzz, Yelp, and GuildQuality profiles showcase positive, verified reviews (average ratings around 4.8–5.0), which build trust and support their branding claims. Recognition & Awards ReCraft prominently features industry accolades, including multiple GuildQuality awards, NARI recognitions, and consistent high client feedback, strengthening their professional authority. Local Focus Their site emphasizes Portland and its historic home styles (e.g. Craftsman, Mid-Century, Foursquare), giving them strong local messaging.	
Weaknesses	SEO Authority Still Moderate Although ReCraft ranks for strategic keywords and local queries, their overall Domain Authority is only around 8. That suggests limited high-quality backlinks—even if keywords rank well via local map and proximity signals. Content Depth Varies Some service pages (like bedroom additions or bath builds) lack deeper content sections such as FAQs, cost estimates, or material breakdowns—especially compared to competitors investing in greater detail. Internal Linking Could Be Improved While navigation is organized, deeper cross-linking between service pages, blog posts, FAQs, and the gallery/testimonial sections would help distribute link equity better and retain visitors. Blog Visibility They have an active blog (Learning Center), but it may not include keyword-focused posts answering homeowner questions like “move-in ready tips” or “budget estimates,” which attract targeted traffic.	
Our Positioning	Create long-form pages (600–1,200+ words) with process, timelines, materials, location mentions, and mini-FAQ, Expand with content mentioning Lake Oswego, Happy Valley, Tigard , etc., not just Portland, Launch keyword-targeted blog posts (e.g., “Get your home move-in ready,” “Basement remodel ROI”) to fill content gaps, Embed testimonials within pages and blog content, and expand use of GuildQuality + Houzz links, Focus on guest posts, local media, partnerships , and directories to build a diverse, high-quality link profile. By pushing deeper SEO content, proactive backlink building, and broader city coverage, Tortoise can rise in local rankings and attract homeowner search intent more effectively.	
Keyword Focus (directionally accurate)	Portland whole house remodeler, Portland basement remodeler, Portland kitchen remodeler, Portland bathroom remodeler, Accessory Dwelling Unit remodeler Portland.	

Competitor Analysis & Our Positioning

https://www.metke remodeling.com/	Metke Remodeling & Luxury Homes	
Ranking Keywords	sales designer (8), luxurious home theaters (8), luxury home cinema (9), design coordinator (5), luxury home theatre design (11), design coordinator job (11), high end finishes (4), high end finishing (5), design build firms portland oregon (12), high end finish (14), luxury home cinema design (7), luxury home cinema room (9), luxury home theater rooms (11), home remodel lake oswego (4), kitchen remodel lake oswego (5), luxury media room (10), bathroom remodel lake oswego (5), luxury home essentials (7), interior design advantages (7), luxury finishing (9), project design coordinator (9), design coordinator job description (2), luxury home theatres (8), luxury home trends (9), luxury home finishes (2), high quality finish (4), what is a sales designer (6), how long does it take to demo a kitchen (8), high quality finishing (9), high quality finishes (10), sales designer vacancy (11)	
Strengths	Structured Navigation & Service Pages Their website clearly outlines services, from luxury kitchen and basement remodels to whole-home renovations, ADUs, and outdoor kitchens making it easy for users and search engines to understand their offerings. Strong Local Identity Metke emphasizes its Lake Oswego and Portland roots , and lists multiple service areas like West Linn and Tualatin. This helps with geographic relevance. Design-Build Positioning & Lifetime Experience They highlight their design-build process and decades of experience (over 30 years), reinforcing trust and consistency in messaging. Trust Signals & Brand Associations Metke features testimonials, awards, and local association memberships (NAHB, GuildQuality) prominently on their site a strong trust factor for high-end clients.	
Weaknesses	Content Depth Variability Some service pages, while informative, lack deeper content sections (e.g. detailed FAQs, process breakdowns, cost timelines, or regional page variations). Moderate SEO Authority Despite clear structure, their Domain Authority (estimated ~23) suggests a modest backlink profile. This leaves room for competitors with stronger link-building strategies to close the gap. Interlinking Doesn't Show Depth It appears their blog (Learning Center) and project galleries aren't tightly interlinked with service pages missing an opportunity to flow engagement and topical authority across the site.	
Our Positioning	Build long-form pages (~700–1,200 words) with FAQs, citations, and regional locality mention (e.g. Lake Oswego, Happy Valley, Tigard). Expand local SEO across more neighborhoods and content (e.g. blog posts: "Is Your Tigard Bathroom High ROI?"). Weave testimonials, FAQs, blog posts, and service pages together for increased crawlability and engagement. Dive into guest posts, community mentions, and media features to build domain authority beyond 30. Sharpen GBP with weekly posts, services, and before-and-after images; build reviews-driven citations. By focusing on detailed content, broader local SEO coverage, and a diversified backlink strategy, we can outperform in key local search terms, especially for homeowners looking for practical, local remodeling expertise across the Portland metro area.	
Keyword Focus (directionally accurate)	Portland custom home builders, Portland kitchen remodel services, Luxury additions contractor, Luxury bathroom renovations, Design-build construction Portland.	