

SEO Success

A brick paver company



Before SEO

(Understanding the ROI for your marketing dollars)

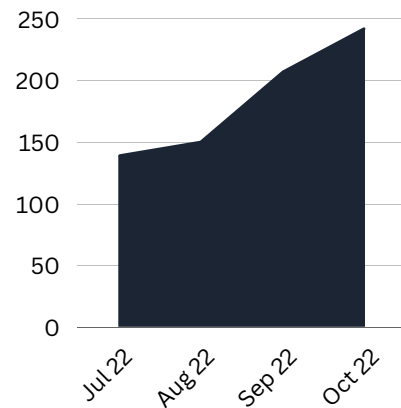
A brick paver company came to us in August with a poor performing website. An SEO audit on the site showed an overall website score of 40 out of 100 with large deficiencies in both on-site and off-site optimization as well as poor content for keywords. They also had very little exposure to backlinks and appropriate directories. After we described how we could help, they approached us about doing SEO services. At the time they only ranked for a few of the desire keywords.

Our Approach

- We identified how potential customers were searching through extensive keyword research
- We designed and implemented an SEO Campaign that included on page and off page optimization around the targeted keywords
- We created content appropriate on the site in a way to maximize keyword searches
- We ensured that all the names, addresses and phone numbers were correct, complete and consistent across all key sites, including top tier directories such as Google My Business, Apple Maps, and Bing Local
- We developed and distributed SEO friendly content on relevant websites
- We also optimized their Facebook business page



Link Acquisitions



Results: By the end of our **3rd month** we had them on the **front page** for **3 keywords**. We also got them listed on the **1st page** of **30 other keywords** which really drove their website presence. In the **first 90 days** of our SEO work, **90 people organically** searched and found the company. This resulted in a total of **24** unique **calls** and **11 form fills/requests for estimates**. Our customer has experienced a **60% close rate** on all leads with the average invoice amount of **\$2,000** resulting in new booked sales of over **\$42,000** over this period of time.

Customer Investment
\$750/mon or
\$2,250

ROI 1:18
For every \$1 invested in
SEO services there is an
\$18 return in sales

Results
\$42,000 over
3 months