

ORGANIC SEO · LOCAL SEO · EMAIL MARKETING CASE STUDY

Kitchen & Bathroom Remodeler



Overview

Campaign Focus

Increase Web Traffic, Calls & Forms

Campaign Length

4 Months

Objectives

To increase web traffic, calls, and form submissions interested in an in-home estimate to renovate kitchen or bathroom. Average project 80k+

Products Utilized

Organic SEO
Local SEO
Targeted Email

| Website Visitors | Total Conversions |
|------------------|-------------------|
| 1,972 | 211 |
| Web Submissions | Phone Calls |
| 54 | 10 |

Objectives

By strategically combining Organic SEO, Local SEO, and Email Marketing, we helped our client significantly increase website traffic, calls, and form submissions. Organic SEO efforts focused on optimizing the site for relevant, high-traffic keywords, improving content quality, and enhancing overall site structure, which led to higher search engine rankings and more organic visitors. Local SEO targeted the client's geographic market by optimizing their Google My Business profile and building local citations, driving relevant local traffic and boosting calls from potential customers in the area. Additionally, Email Marketing campaigns were designed to engage both existing and prospective clients with personalized, value-driven content that encouraged repeat visits and conversions. The synergy between these strategies created a comprehensive approach that not only brought more users to the site but also fostered stronger connections, resulting in increased calls and more form fills.

Solutions

- ◆ We recommended a full funnel strategy including Organic & Local SEO, Social Media Management & Target Email. Conversions included click to call, website visits via email, and form fill submissions through the website.
- ◆ This Campaign was renewed a full value for the next calendar year.