

# ORGANIC SEO · LOCAL SEO · EMAIL MARKETING CASE STUDY

Bathroom Remodeler



## Overview

### Campaign Focus

Increase Web Traffic, Calls & Forms

### Campaign Length

6 Months

### Objectives

To increase web traffic, calls, and form submissions interested in an in-home estimate to renovate or convert bathrooms with an avg project value of \$16,500

### Products Utilized

Organic SEO  
Local SEO  
Targeted Email

| Website Visitors | Total Conversions |
|------------------|-------------------|
| <b>3,652</b>     | <b>303</b>        |
| Web Submissions  | Phone Calls       |
| <b>79</b>        | <b>21</b>         |

## Objectives

By leveraging a tailored combination of Organic SEO, Local SEO, and Email Marketing, we helped our client achieve growth in website traffic, inbound calls, and form submissions.

- Organic SEO: We optimized the website for high-traffic, industry-relevant keywords, enhanced the quality of on-site content, and improved the site's structure. These efforts led to higher search engine rankings and a noticeable uptick in organic visitor numbers.
- Local SEO: Targeting the client's specific service area, we optimized their Google My Business profile and built authoritative local citations. This strategy drove highly relevant local traffic and significantly increased calls from nearby potential customers.
- Email Marketing: We designed personalized email campaigns to engage both existing and prospective clients with value-driven content. These campaigns encouraged repeat visits and boosted conversions.

The seamless integration of these strategies created a powerful marketing ecosystem. This holistic approach not only attracted more users to the site but also strengthened customer engagement, ultimately driving an increase in calls and form submissions.

## 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.