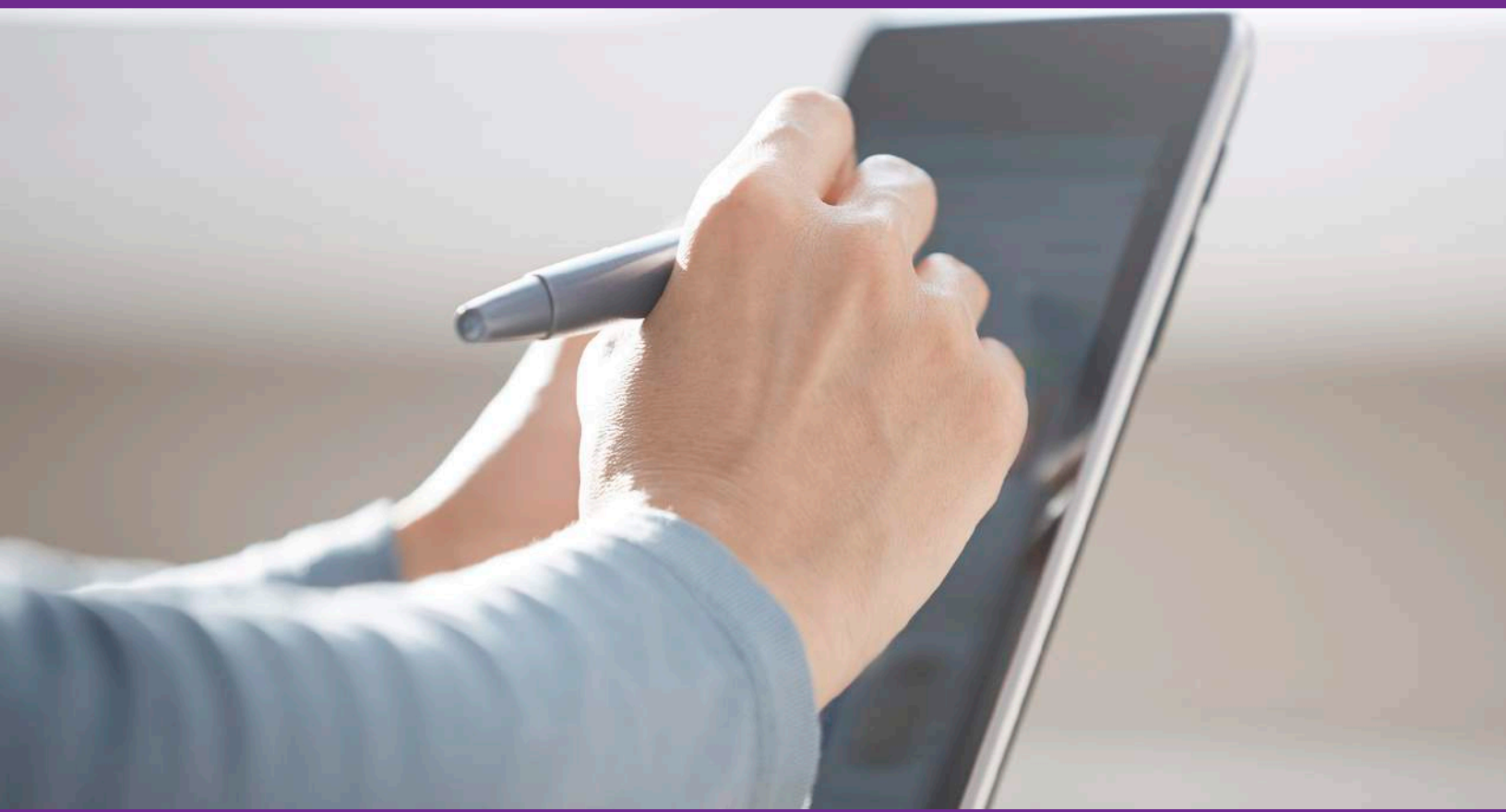


CASE STUDY

NEW WEBSITES

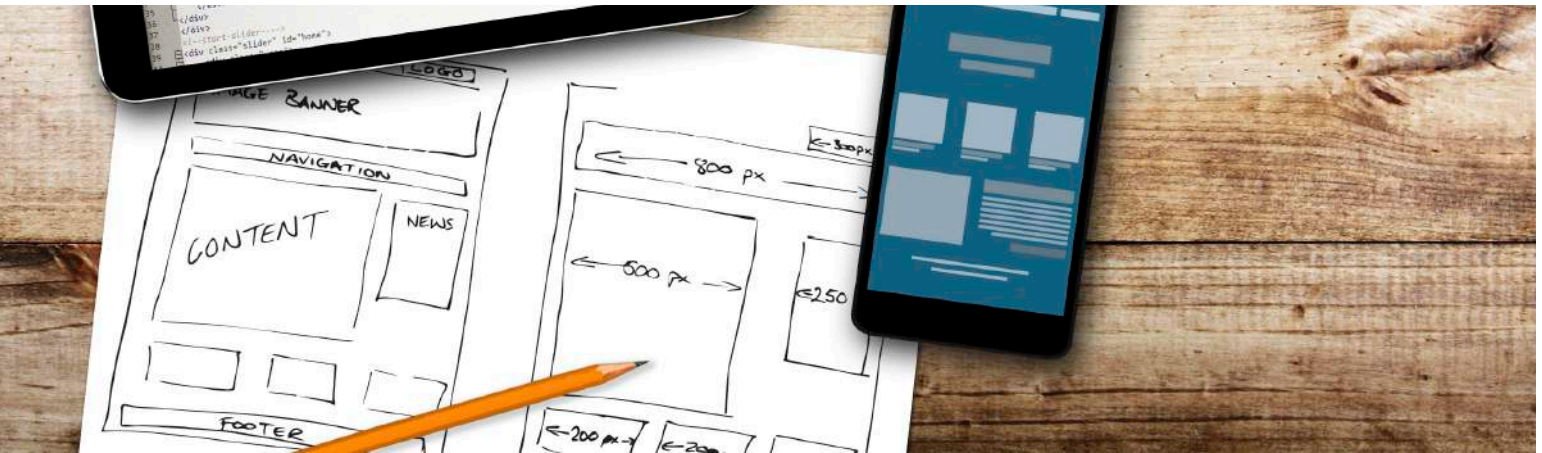


WHAT CAN A NEW WEBSITE DO FOR **MY BUSINESS?**

Improved Rankings; Increased Traffic;
More Web Leads

CASE STUDY

NEW WEBSITES



A Case Study that Answers the Question: “Should I Invest in a New Website?”

THE PROBLEM

Far too many business owners think of their website as a brochure. But guess what? Your website isn't a brochure; it's a virtual sales rep capable of being your #1 source of new business.

Far too many business owners ALSO think of their website design and development as an expense, when actually it's an investment. Many of our clients are small-to-medium-sized home service businesses who generate around 5 figures worth of revenue from their website alone every month.

One thing is for sure: with a poorly performing website (or no website at all), your business is losing leads and sales to your competitor.

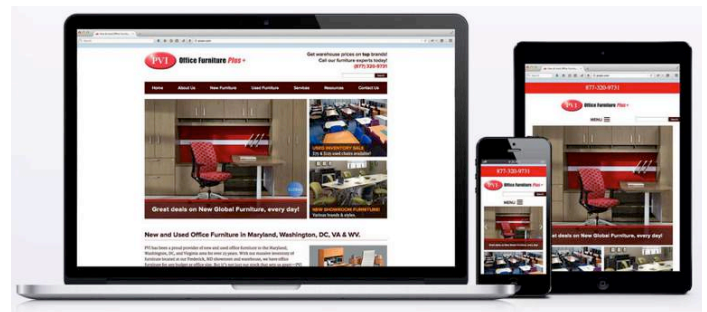
THE SOLUTION

At Blue Corona, we help business owners turn their website into their most valuable marketing asset. We do this by designing websites that not only look great, but help companies achieve their business goals: increased traffic, leads, and sales.

THE RESULTS

PVI Office Furniture Plus+

The largest office furniture warehouse in Maryland, PVI had been investing in SEO from Blue Corona for nearly a year before deciding to invest in a fresh and modern website.



We put our client's new website live in November 2014. Last month, they had an all-time high for organic search traffic.



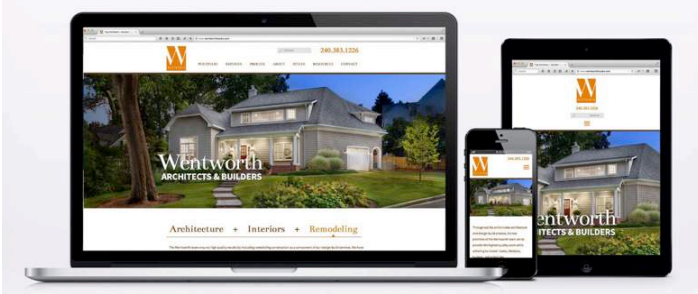
OVERALL SESSIONS WITH CONVERSIONS HAVE IMPROVED AS WELL—THE CLIENT SAW A 223% INCREASE IN WEB FORM SUBMISSIONS BETWEEN APRIL 2014 AND APRIL 2015:



CASE STUDY

NEW WEBSITES

Wentworth, Inc.



A top architect/builder, Wentworth Inc. needed a modern website design that honed in on their strong body of work. We achieved this with consolidated text and luxurious galleries, complete with user interactive elements and a project-based categorical hierarchy.

But how does it perform?

The client's website launched in December 2014. In March 2015, they saw a 52% year-over-year increase in organic traffic—giving them their best traffic month ever since we started working with them in late 2010. **Since starting with Blue Corona, organic traffic has increased more than 10,000%!**

**10,000%
INCREASE**
In Organic Traffic



THE CLIENT'S RANKINGS CONTINUE TO IMPROVE AS WELL. NONE OF WENTWORTH'S COMPETITORS COME EVEN CLOSE TO TOUCHING THEIR #1 LISTINGS OR TOP 10 LISTINGS:

Rankings			
Keywords Analyzed	1,496	Top 10 Keywords	841 (56.3%)
Total Listings	1,677	Page One Keywords	843 (56.4%)
Listings per Ranked KW	1.21	Page Two Keywords	264 (17.7%)
No.1 Rankings	186 (12.4%)	Total Ranked Keywords	1,391 (93.0%)

HOW TO TURN YOUR WEBSITE INTO A LEAD GENERATION MACHINE

To get the most out of your website investment, you have to:

- 1 Own it.** If you're going to hire a company to build your website, make sure you have full ownership of the site, the content, and the domain. You don't want to lose the investment you've made in your website if you choose to split ties with that company.
- 2 Use a content management system (CMS).** To cut down on having to pay someone for every little website update you have, build your website on a user-friendly CMS like WordPress.
- 3 Keep it simple.** Small businesses can't always afford to break the bank with overly complicated custom designs. You might have to start with a proven layout at first. That's fine!
- 4 Build trust.** Testimonials, accreditations, awards, photos of your team...these are all ways to show that you're a legitimate business.
- 5 Build to convert.** Make it easy to find contact information on every page of your site.
- 6 Be mobile-friendly.** Chances are, a good chunk of your website traffic comes from mobile searches. Search engines weigh mobile-friendliness as a ranking factor in mobile search results, so you won't rank as well without a mobile-friendly site.
- 7 Have content.** Your site WILL NOT rank without content. When it comes to search engine optimization (SEO), content is king.
- 8 Utilize redirects where necessary.** If you're getting a new domain, set up proper url redirects to keep rankings from your old domain.
- 9 Follow the trends—for the most part.** Users are trained to expect certain things in certain places, such as your phone number and your navigation. Going outside of the box here can actually hurt your user experience.
- 10 Include a blog.** Blogging is an extremely cost effective way to turn your website into a lead generation machine.

CASE STUDY

NEW WEBSITES

Jack Lehr



Jack Lehr came to us with an outdated website that was full of scraped content from Trane's website. Without any original, optimized content, Jack Lehr's site had no chance of ranking in search engine results.

Our recommendation? A website redesign and ongoing SEO and pay per click (PPC) services.

Since Jack Lehr's business is seasonal and local, it's helpful to look specifically at year-over-year traffic gains only in their service area.



The new site launched in September 2014—the increase in local traffic (which is more likely to be qualified and convert) is undeniable! Not surprisingly, website conversions have increased as well—an astounding 2075% from August 2014 to May 2015.



TAKEAWAY

A website properly designed for maximize traffic and conversions is likely to be one of the best investments your company makes. We're willing to bet that a website from Blue Corona will become your new best sales rep. So when you're considering how much of your budget you should commit to your new website, you need to keep in mind the amount of revenue that it's likely to generate for you down the road.

ABOUT BLUE CORONA

Learn more about how we can help you create a highly-effective online presence, accurately track your advertising results, and use content marketing, search engine optimization (SEO), pay-per-click (PPC), web design, and conversion rate optimization to get more leads and sales for your business from the web.

Founded in 2008, Blue Corona is a data-driven online marketing company that helps businesses accurately measure and track their advertising efforts to generate more leads and sales from the web. For each client, Blue Corona implements inbound internet marketing strategies such as pay per click (PPC) advertising, search engine optimization (SEO), online lead generation, ad tracking, conversion rate optimization, and website redesigns. Blue Corona was ranked on the Inc. 500 list in 2012 and again on the Inc. 5000 list for 2013 and 2014. The company has offices in both Gaithersburg, MD and Charlotte, N.C.

Call us today at: 877.806.5222 or follow us:

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