

CASE STUDY

SEO FOR ELECTRICIANS



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Electrical Company Sees 335% Increase
in Organic Traffic with SEO Services

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Blue Corona Helps Electrical Company Improve No. 1 Rankings by 33.9%

THE PROBLEM

Our client—an electrical company located in the Tampa, Florida area—was tired of only investing in traditional marketing (radio ads, television ads, direct mail, etc.) that resulted in an unimpressive return on investment. After seeing more and more competitors switch their marketing dollars to the web, they knew that they would have to make a change if they wanted to stay relevant in their service area.

Let's face it, it's no longer helpful to just have a website; you have to have a website that potential customers can find. And our client realized that. In order to outperform their competitors in the organic search results, generate more rankings, and

drive more qualified traffic to their site, they needed to invest in search engine optimization (SEO).

THE SOLUTION

Prior to signing on for SEO, our client had slightly fewer than 90 pages on their website and ranked very poorly in comparison to their competitors. Now, after months of content marketing, we've helped them index over 450 new pages.

When our client came to us, they had decent rankings on organic search results—but we knew they needed to increase these rankings if they wanted to be seen as THE authority in their industry. The new SEO optimized content we created for their website helped to increase their organic rankings considerably.

5 SIMPLE RULES FOR SEO



In order to help this electrical company, we had to get them to re-think the way they approach the web by adopting five simple rules:

1. Track everything and make data-driven decisions.
2. Your website is not a brochure; it's a virtual sales rep.
3. Maximize your online real estate—starting with search engine results.
4. Continually optimize your visit-to-sale conversion rate.
5. Establish and promote your company as THE authority.

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WHAT MAKES US DIFFERENT:



Unlike other SEO and PPC companies, we operate from the perspective of a business owner. We strive to provide superior service by offering the following to all our SEO clients:

- A dedicated Account Manager, someone who understands business and SEO, to be your guide
- Detailed monthly reports (you can actually understand) that connect SEO performance to your bottom line
- A support team that includes an analyst, web designer/developer, and a dedicated professional copywriter
- Access to our proprietary analytics software (better data drives better results)

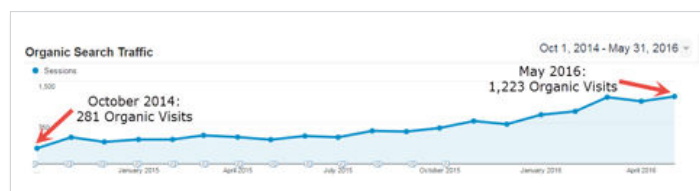
THE RESULTS

By more than tripling the number of pages on their website, our client increased their rankings substantially:

RANKINGS	KW Rankings in October 2014	Change in # of KWs	KW Rankings in May 2016
Keywords Analyzed	2,050	0	2,050
No. 1 Rankings	527	+168	637
Top Ten Keywords	1,391	+301	1,677

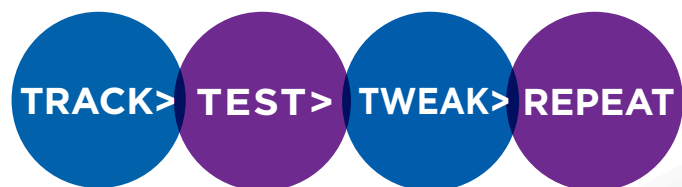
Between the months of October 2014 and May 2016, our client's No. 1 rankings improved by 33.9% and their Top Ten rankings rose by 82.5%—making it easier for potential customers to find them for electrical services.

From October of 2014 to May of 2016, our client saw a drastic 335% increase in monthly organic traffic.



TAKEAWAY

Our process for SEO is similar to our approach to marketing in general:



You can't maximize what you fail to measure and track. Better data equals better results. You need to know things like:

- The number of website visits you receive today from organic search
- Your website's true visit-to-lead conversion rate
- The percentage of leads you convert into sales

Very few businesses and marketing executives know these numbers, but they should. Putting in place the right tracking tools and helping you identify and understand your key metrics is a critical part of our SEO process.

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.

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