

# CASE STUDY

REMODELER MARKETING

*Jack Rosen*  
CUSTOM KITCHENS INC.



WHEN BEAUTIFUL DESIGNS ONLY  
**TAKE YOU SO FAR...**

...Good SEO Can Take You the Rest of the Way

# CASE STUDY

## REMODELER MARKETING



## Kitchen Designer Sees 1,040% Increase in Organic Traffic with Blue Corona SEO

### TAKEAWAY

Based in Rockville, MD, Jack Rosen has been creating beautiful and inspiring kitchens for clients in Montgomery County, Maryland, Washington, DC, and Northern Virginia for over 30 years. But despite having a beautifully designed website, Jack Rosen could not be found on the web for any search phrases other than the company name—preventing the custom kitchen designer from getting any new leads from organic search.

Jack Rosen's president, Larry Rosen, was also investing significant amounts of money in advertising and marketing strategies (like pay per click and print ads in Bethesda Magazine) without really knowing what he was getting in terms of results.

### THE SOLUTION

In order to help Jack Rosen, we had to get them to re-think the way they approach the web by adopting the following five 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.

We started by putting tracked lines and URLs on all of their print ads to figure out which strategies were generating leads. Our advanced tracking services allowed us to connect the revenue for each job to a specific advertising strategy in order to accurately determine return on ad spend.

“Blue Corona provides extremely valuable monthly tracking reports that identify the effectiveness of our print and online marketing campaigns, saving our company money and eliminating ineffective marketing.”

- Larry Rosen, President

In order to maximize their search engine real estate, Blue Corona's SEO and content marketing team fine-tuned Jack Rosen's existing website content while aggressively building out new content.

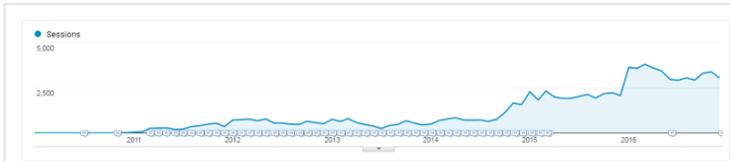
To increase their offsite web presence as well, we set Jack Rosen up on Houzz—the largest residential design database in the world that gives companies the opportunity to engage with homeowners (many who are getting ready to remodel or planning to in the future) who have questions.

# CASE STUDY

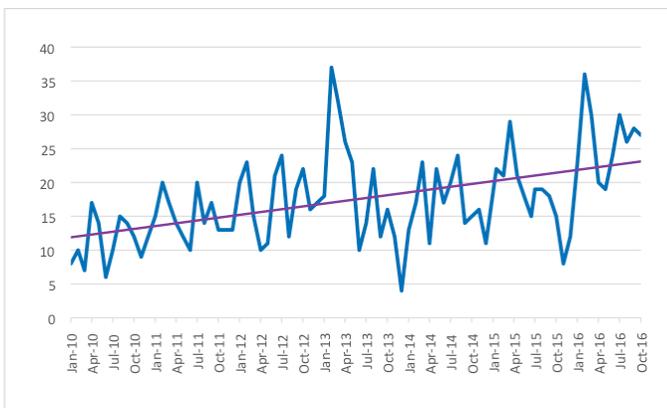
## REMODELER MARKETING

### THE RESULTS

We started blogging for Jack Rosen in November 2010, and one year later, website visits from just the blog were up 11,200%. In addition, overall organic website visits have increased **1,040%** over a five year span of time.



**WEBSITE LEADS (BOTH CONTACT FORM SUBMISSIONS AND PHONE LEADS) CONTINUE TO INCREASE YEAR OVER YEAR, AS INDICATED BY THE PURPLE TREND LINE BELOW.**



With Houzz ideabooks, projects, and pictures that rank on the first page of search results, our client has also received a substantial increase in Houzz referral visits to their website. The traffic proves to be highly qualified as well, with high conversion rates, low bounce rates, and above average visit duration. Jack Rosen has also been presented with Best of Houzz awards in both 2012 and 2015.

“Blue Corona’s expertise in search engine optimization is directly responsible for driving the increase in monthly visits to our web site, producing many telephone inquiries and visits to our showroom. This is one of the reasons that I so enthusiastically recommend Blue Corona when somebody calls me for a reference.”

- Larry Rosen, President

### TIMELINE OF EVENTS





### TAKEAWAY

Since working with Blue Corona, Larry Rosen has been able to step back from his marketing and focus on running his business. That's because at Blue Corona, we don't just consider ourselves an SEO company, but rather, a web marketing partner.

We operate from the perspective of a business owner and learn every aspect of your business model to better manage your account. We do this by offering the following:

- **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).**

### 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 in-bound 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, 2014, 2015, and 2016. 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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