



The Proof is in the Results!

Critical Issue: His website was not driving traffic or generating leads & sales.

Reason: His website was not properly optimized for the keywords used to describe his services, so it did not rank well in the search engines and it did not attract qualified leads. When visitors found his site, or went to it from seeing the address in his print ads, they would not stay on the site long because the website did not convey an image and message that compelled the site visitor to take action.

Challenge: He said he needed a website that would attract qualified site visitors and convert those visitors into viable customers.

Solution: The solutions was to create the right balance of Brand Image, Qualified Internet Traffic and a Compelling Call to Action. We started by redesigning his website to convey a compelling, trustable brand image. We added images and colors that captured the attention of his site visitors. We optimized the site content to incorporate the proper amount of sales copy and keyword phrases. We also created a paid search campaign consisting of multiple ads for the services he performs.

Results: Within the first 3 weeks of his new site launch he was ranked on the first page of Google for each of his services. We transformed a site that had generated \$0 in revenue over the last several years into a site that closed 17 new sale within the first 3 weeks. His organic/natural (free) search volume had increased dramatically and he had only used \$54 of his initial \$500 paid search budget. The 17 sales generated roughly \$5440 in new business.

That's a monthly average of \$7858 and a yearly target projection of \$95,000 in new business generated from the website alone. These numbers do not account for repeat or referral business from the new internet generated customers

In less than 3 weeks his investment had paid for itself. To this day he continues to enjoy the benefits of a successful website that pays for itself each month.

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