

## CASE STUDY Website

How we helped a new business owner re-fresh the paving company he purchased.



### Positioning their brand to their customer avatar

The new owner came to us wanting to refresh their old html website. The old design had all the hallmarks of being built in the late 90s. The new owner understood that a good first impression was needed to land more commercial and coveted federal projects.

- // New website developed on Wordpress.
- // We developed a SEO-friendly sitemap with location specific pages of all the municipalities that he services
- // We developed a custom explainer video that is branded to his business using stock footage.

### Design Challenges

Being a paving company doesn't make the design process easy. It's a traditional blue collared industry that gets the job done and keeps our roads in shape. The owner obviously didn't want to rebrand, due to the existing name recognition of the company and logo. We used the existing colors and made sure the website reflected the existing branding.

### Social Media Ads Strategy Reaps Benefits

Immediately, the new website refreshed the business just as the new owner's enthusiasm pumped more passion in an aged business.

We contacted the owner a year later and he said "We've been so busy, it's so hard to slow down!". They are now ranking #1 in their local google listings for paving companies. By building the location specific pages, Google knew to recommend them when someone searched in that general area. We salted each page with those specific service level keywords.

- // We created a specific service page for each geographical area that they serve.
- // We developed an SEO friendly website that Google loves to rank.

