



## THE CHALLENGE

When Chesapeake Fence first approached us in 2015, we helped them establish some tangible goals. The first was to increase their leads and exposure, the second to establish a new website that coincides with their new brand standards, new online objectives, and company offerings. Lastly, we made a goal to optimize their Google Ads search & display campaigns to target the Hampton Roads area.

## THE SOLUTION

After baselining their SEO visibility, website analytics, business model, local presence, and pay per click campaigns (PPC), we determined that an entire website revamp was necessary to achieve their objectives. Google Ad campaigns, and video campaigns were also necessary for increasing their visibility in the fencing and home improvement markets.

Prior to our revamp of the Chesapeake Fence website, they were relying heavily on a static homepage with very few links. This website was unable to render properly on desktop, mobile, and tablet devices. In addition to not being a "responsive" or "dynamic" website, there was hardly enough content available for Google to rank them so they could be found by users in their immediate geographic area.

### SERVICES TO ACCOMPLISH THE GOAL



WEB DESIGN



DIGITAL MARKETING



VIDEO PRODUCTION



MEDIA PLANNING



SOCIAL MEDIA

## THE RESULTS

Since the website overhaul, we have seen rapid and consistent growth in users, sessions, and pageviews. When comparing 2017 to 2016, mobile, tablet and desktop traffic increased as well. Once we restructured the Google Ad campaigns and removed low-performing keywords, we used our competitive intelligence tools to bid for low-competition keywords with high volume, added bid adjustments, created ad extensions and targeted more relevant audiences.

256%

INCREASE IN SITE USERS

361%

SESSIONS

180%

PAGEVIEWS



CHESAPEAKE FENCE HAS BEEN ABLE TO HIRE MORE QUALIFIED STAFF, EXPAND ON THEIR TYPES OF FENCING JOBS, AND IMPROVE THE EXTERIOR OF THEIR BUSINESS WITH NEW SIGNAGE.

## CLIENT TESTIMONIAL

"The Primm Advertising team is very knowledgeable, efficient and friendly. They designed our company website, created our TV commercials, and handle all of our digital and social media advertising. Our company is so very happy to have Primm as our partner to help us continue to grow our business."

-Sharon Shanker (Owner)