



## About The Client

As a family-owned and operated contracting company, J Smucker Contracting provides exceptional professionalism from the initial inspection of a commercial building's roof to the 24/7 emergency services they offer. J. Smucker Contracting provides quality workmanship like no other roofing contractor in the Mid-Atlantic region.

## THE PROBLEM

J Smucker reached out to Abstrakt to grow their local SEO (search engine optimization) presence through Abstrakt's Inbound Lead Generation Program. J Smucker wanted to grow their sales and business through digital means.

## THE SOLUTION

After updating their website to be optimized for SEO success, Abstrakt's team also updated many of the top directories with J Smucker's accurate business information. This grew the company's local SEO presence drastically. Abstrakt's team set up both local SEO and PPC (pay per click) campaigns to grow J Smucker's ranking on Google. Additionally, with a website rebuild, Abstrakt was able to increase the activity of J. Smucker's business and rank on Google.

## THE RESULTS

J Smucker Contracting is ranked in the top local SEO position in their area for "commercial roofing contractor in Gap, PA" and they are in the top two organic positions as well. For July 2017, J Smucker had:

- 14 contact form submissions
- 8 calls from PPC
- 2 "request a quote" form submissions
- 4 calls from local SEO

This success was a direct result of the services Abstrakt provided for J. Smucker Contracting.