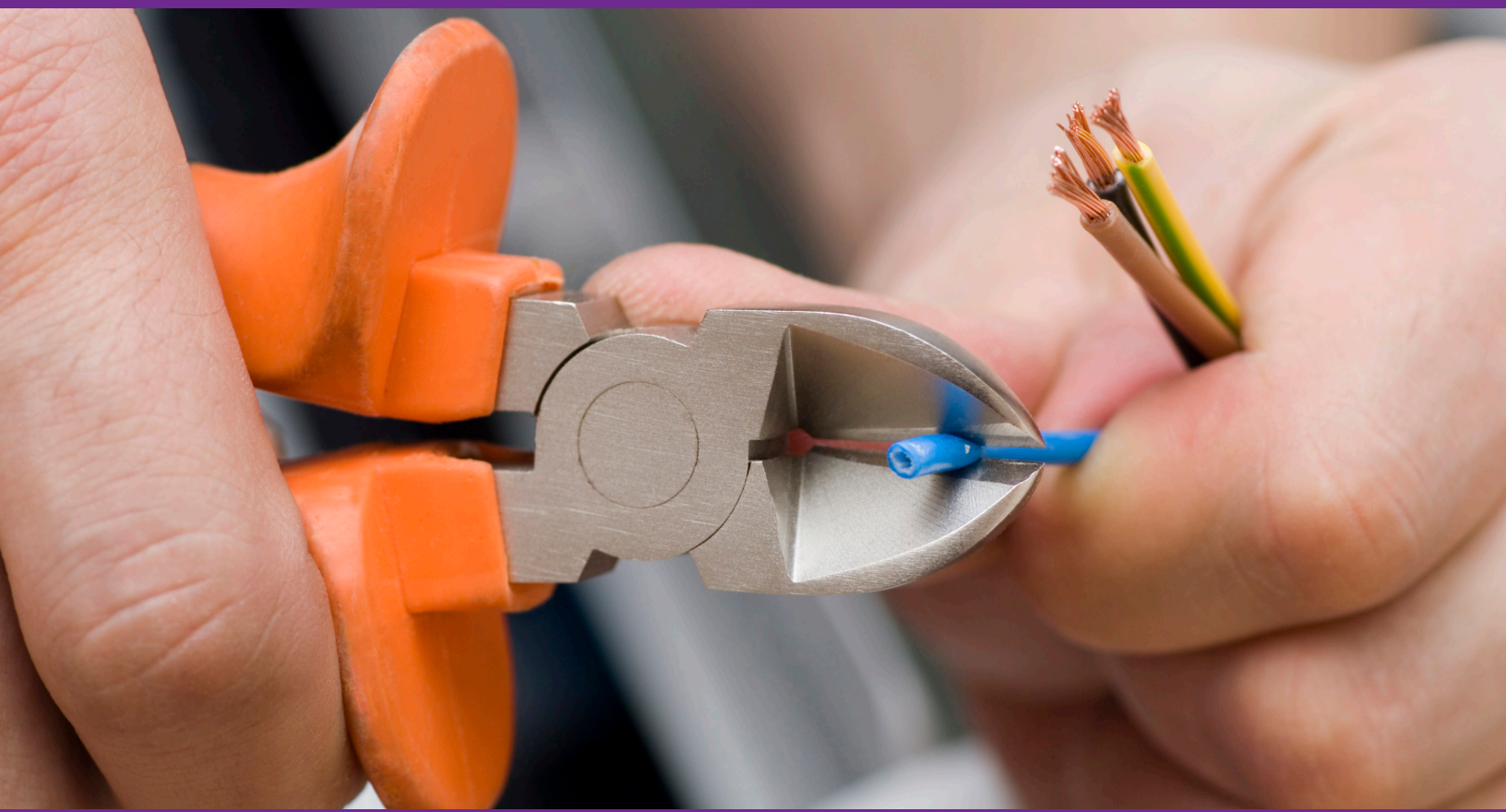


# CASE STUDY

ELECTRICIAN SEO

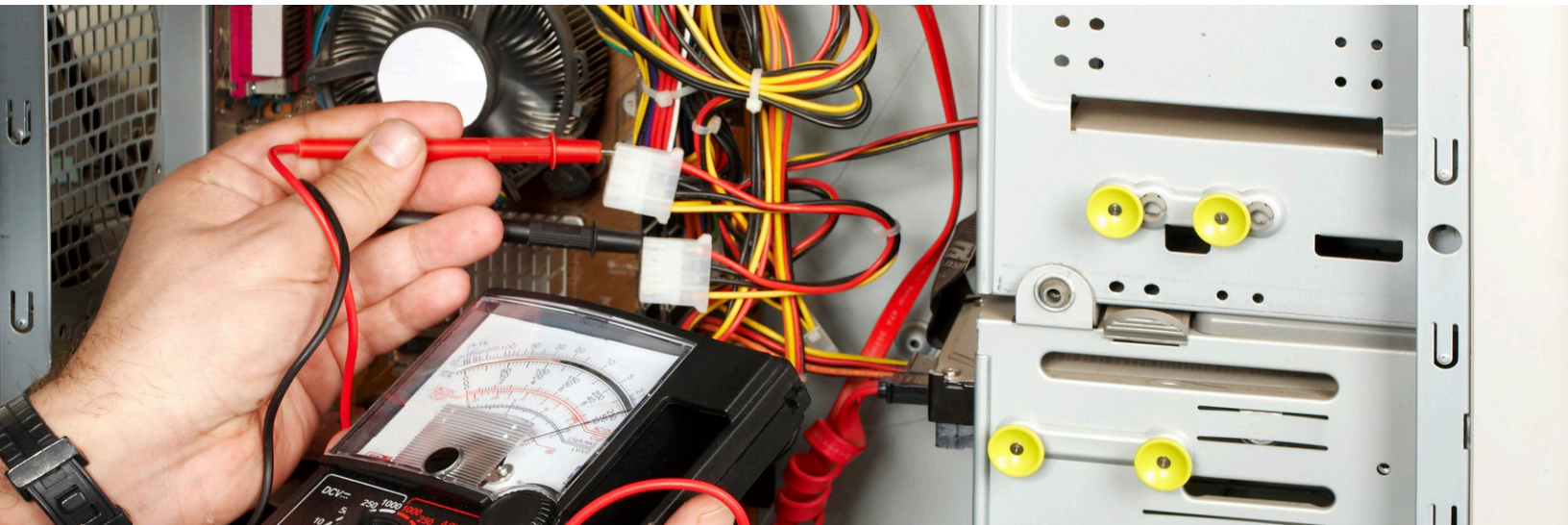


## SEO SPARKS GREAT GROWTH FOR ELECTRICIAN

Learn How One Electrician Increased  
Organic Leads by 179% Year-Over-Year

# CASE STUDY

## ELECTRICIAN SEO



## Electrician Invests in SEO to Grow Business and Increase Leads

### THE PROBLEM

As traditional methods of advertising (Yellow Pages ads, billboards, direct mail, television ads, etc.) fail to produce a considerable return on investment, more and more home services and contracting companies are pushing their advertising and marketing dollars to the web. This means it's no longer enough just to have a website; you have to have a website that can be found on Google and that drives customers to pick up their phone or fill out a web form to contact you.

One electrician, based in Florida, came to Blue Corona with the exact same problem: they knew their potential customers were searching for their services online but were losing business to their competitors without a presence on the first page of Google search results.

### THE SOLUTION

We started by putting tracked lines and URLs on all of the electrician's marketing strategies (including organic and paid search traffic sources as well as tracking their billboards, TV commercials, and advertising on Yelp and Angie's List) to figure out which were generating leads and at what cost-perlead. 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.

In order to maximize our client's search engine real estate, Blue Corona's SEO and content marketing team fine-tuned existing website content while aggressively building out new content—making sure all services were thoroughly covered. Whether a Floridian was searching for breaker panel repair (in a residential

### 5 SIMPLE RULES FOR SEO



In order to help this electrician grow their business, we had to get them to re-think the way they approach the web by adopting five simple 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.**

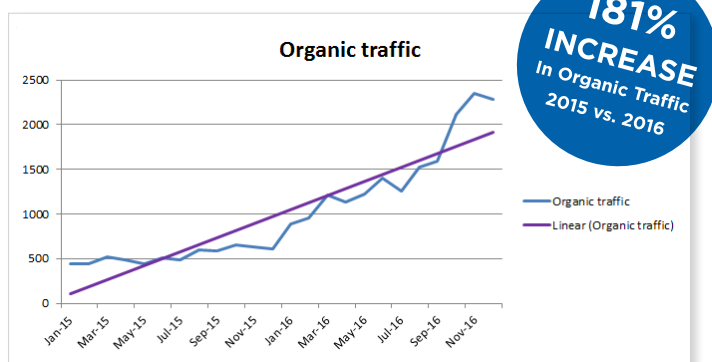
# CASE STUDY

## ELECTRICIAN SEO

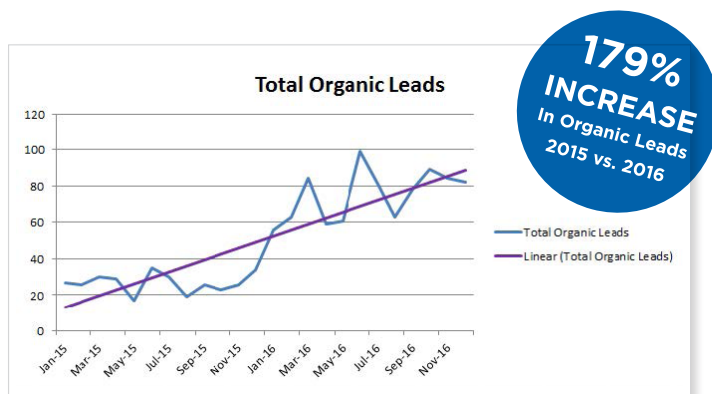
or commercial setting), bucket truck services, electrical upgrades (in some of the older homes in their service area), or a new Generac generator to prepare for the hurricane season, we wanted to make sure they were found on page one of Google for their service area.

### THE RESULTS

We started working with this electrician in late 2014. Looking at year-over-year data, organic traffic increased from 6,389 in 2015 to 17,925 in 2016 (that's a 181% increase!)



Of course, a better measure of success would be new organic leads. Comparing 2015 vs. 2016 again, organic leads increased 179% year-over-year (from 322 in 2015 to 899 in 2016).



### TAKEAWAY

With traditional advertising methods no longer producing a considerable ROI, electricians can't rely on referrals and word of mouth alone to grow their business.

With SEO from Blue Corona, this electrician was able to drive more qualified visitors to their websites to cost-effectively get more leads and sales from the web. In a short amount of time, the SEO investment has more than paid for itself in the number of booked jobs from organic leads, and they've set even higher growth goals for the next year!

### 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 inbound 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: 800-958-5797 or follow us:**

**@bluecorona on Twitter | Bluecorona on Facebook**

### WHAT MAKES US DIFFERENT:



Unlike other SEO and PPC companies, we operate from the perspective of a business owner. We strive to provide superior service by offering the following to all our SEO clients:

- **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)**