

SUCCESS

# A RESIDENTIAL PAINTER'S ORGANIC SEARCH & PPC LOCAL MARKETING CASE STUDY

## Best SA Painters

### Who

A residential painting contractor in San Antonio using the name **Best San Antonio Painters**.

### The Challenge

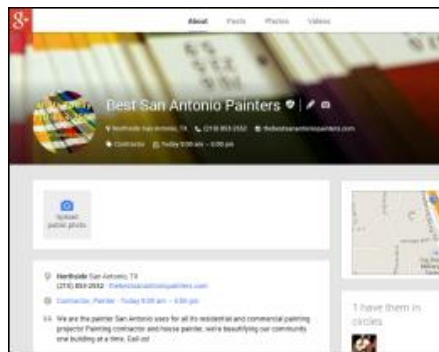
Improve his online visibility and his reputation as a professional painting contractor in order to attract new customers and boost monthly sales.

Up until recently, the contractor had been relying on a simple semi-optimized website, printed door hangers, and word-of-mouth referrals to bring in new clients. He needed a better online solution that would attract new leads more effectively and help increase his monthly sales revenue.



### The Solution

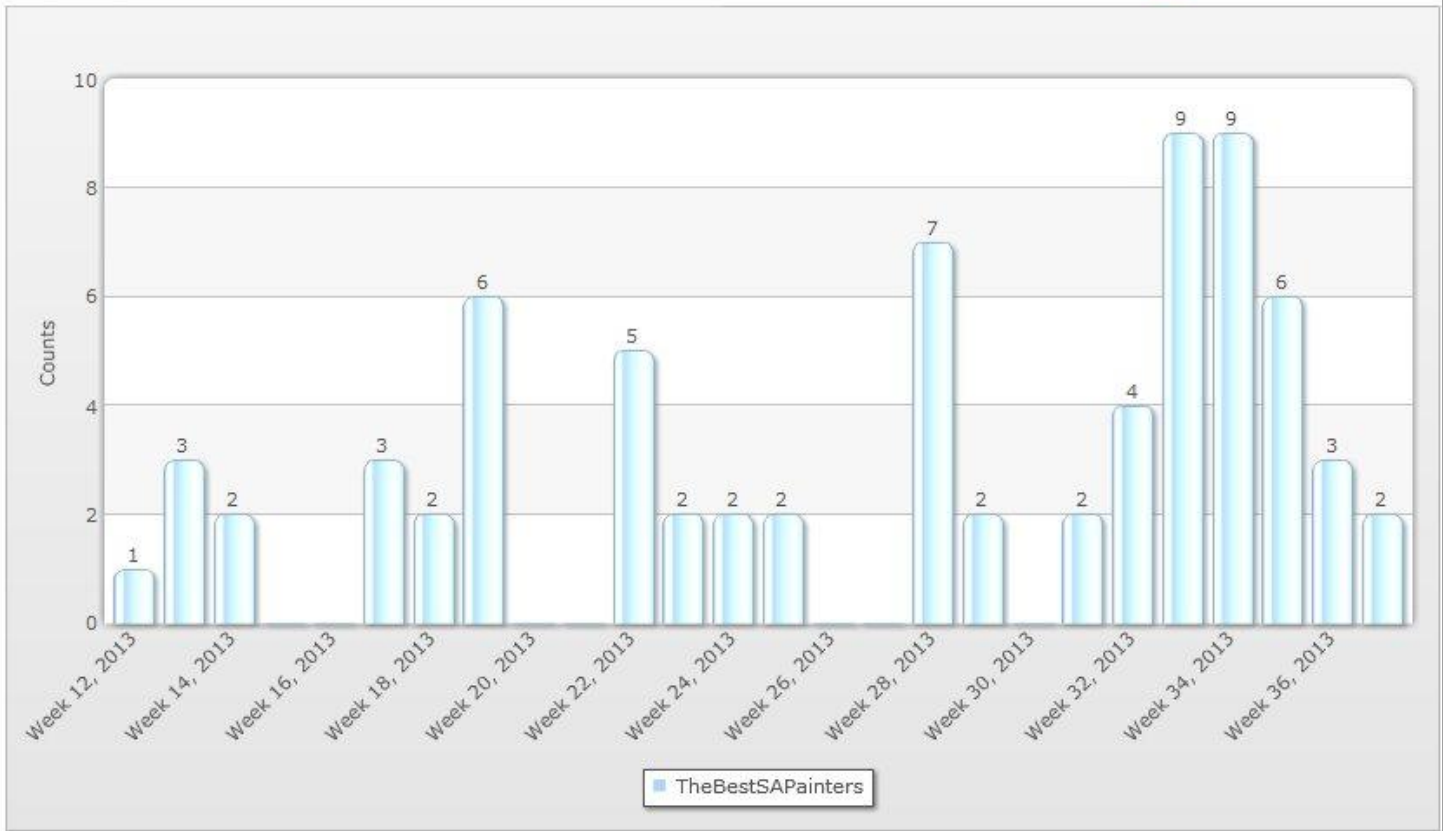
[NetCentricity](#) built a new high conversion website, set up a customized Google+ Local business directory listing, created a branded YouTube video channel, and designed a modest Google AdWords “pay-per-click” campaign for the business. The three new online assets were keyword-optimized and synchronized to help prospective clients find the painting company more easily through organic search, and a dedicated telephone “tracking” number was used to count the new inbound calls originating from these new online assets. PPC ads were also used to drive leads to the website where many of them were converted into prospects.



## The Results



### Call Count



- Over a 24-week period, the contractor received an additional 75 calls (>3 per week) from new prospects who either found his company's new online listings or from PPC ad "click-throughs". The residential painting business is extremely competitive, with these additional calls from new prospects representing a significant proportional increase over his pre-existing call volume.
- Additional revenue from new customers during this 24-week period was estimated to be in the thousands of dollars.

**Would your business benefit from having a steady stream of new prospects calling YOU every month?**

**Call Us Today!**

