

# SUCCESS

# A NETWORK CABLING CONTRACTOR'S GOOGLE+ LOCAL & FACEBOOK MARKETING CASE STUDY

## Premise Cable Systems

### Who

A network cabling company in San Antonio called [Premise Cable Systems](#).

### The Challenge

Create online visibility for Dennis' company and establish his professional reputation as THE leading cabling contractor in the local market to attract new clients and boost monthly sales.

The owner of the cabling company, Dennis, had no website or online marketing program in effect, relying exclusively on word-of-mouth referrals to bring in new clients. Dennis wanted a custom online solution implemented that would attract more leads and help him increase his monthly sales revenue.



### The Solution

[NetCentricity](#) built Dennis a custom website, claimed and developed his Google+ Local business directory listing, and set up a branded Facebook page for the business. These three online assets were also keyword-optimized and synchronized to help prospective clients find Dennis' company more easily when searching for his type of network cabling business online.



## The Results

The screenshot shows a Google search for "cabling contractors san antonio". The search bar and the search term are circled in red. The results page shows a list of seven local businesses, with the first one, "Premise Cable Systems", circled in red. The map on the right shows the San Antonio area with red pins labeled A through G, corresponding to the search results. The map is titled "Map for cabling contractors san antonio".

Rank	Business Name	Address	Phone Number
A	Premise Cable Systems <a href="http://premisecablesystems.net/">premisecablesystems.net/</a> Google+ page	2442 Brockton St San Antonio TX 78201	(210) 822-3541
B	Telcomtex Communications Inc <a href="http://www.telcomtex.com/">www.telcomtex.com/</a> Google+ page	5418 Stormy Sunset San Antonio TX 78201	(210) 566-5500
C	Terra Communications Corporation <a href="http://plus.google.com">plus.google.com</a> Google+ page	11542 Whisper Breeze St San Antonio TX 78201	(210) 733-0465
D	TradeSTAR Inc <a href="http://www.tradestarinc.com/">www.tradestarinc.com/</a> Google+ page	10119 Broadway St San Antonio TX 78201	(210) 930-7827
E	Miller Technical Services Inc <a href="http://plus.google.com">plus.google.com</a> Google+ page	13922 Possum Tree Rd San Antonio TX 78201	(210) 494-7881
F	Bartek Construction Co <a href="http://www.bartektx.com/">www.bartektx.com/</a> Google+ page	5221 K-Ber Square Rd San Antonio TX 78201	(210) 648-4780
G	Professional Performance Development G... <a href="http://www.ppdg.com/">www.ppdg.com/</a>	5441 Babcock Rd #200 San Antonio TX 78201	

Map for cabling contractors san antonio

Ads ⓘ

**San Jose Cabling**  
[www.sanjosecabling.com/](http://www.sanjosecabling.com/) -  
1 (408) 297 2682  
Bay Area Network Cabling Contractor  
Data - Voice - Video - Fiber

**ICC Cabling Solutions**  
[www.hi-linesupply.com/](http://www.hi-linesupply.com/) -  
1 (800) 583 9916  
Distribution of Cable, Jacks, Racks  
Patch Panels, Patch Cords & More

[Home Technology Group ®](#)

- The three new online assets, all search engine-optimized and synchronized, worked together to generate high levels of authority that pushed Dennis' Google+ Local page up into the coveted "A" ranking slot in Google Places for all local organic searches. His Premise website and Facebook pages also rank on page #1 of Google for several key search terms, generating even more phone calls from newly interested prospects.
- Additional revenue from new customers and re-orders from existing clients since these new online assets went online in 2012 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!**

