

SUCCESS

A FENCING CONTRACTOR'S ORGANIC SEARCH & PPC LOCAL MARKETING CASE STUDY

Fence Contractors of San Antonio

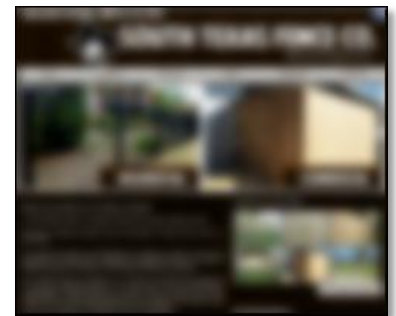
Who

A fencing contractor in San Antonio using the name [Fence Contractors of San Antonio](#).

The Challenge

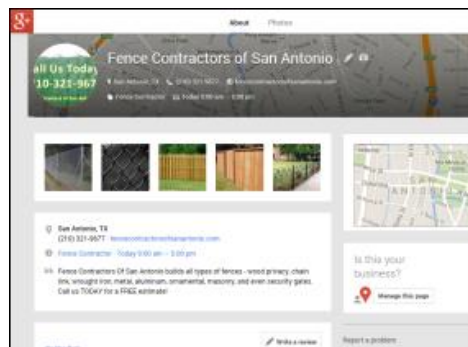
Improve his online visibility and his reputation as a leading local fence contractor in order to attract new customers and boost monthly sales.

Up until recently, the contractor had been relying on his un-optimized website, occasional newspaper ads, 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.

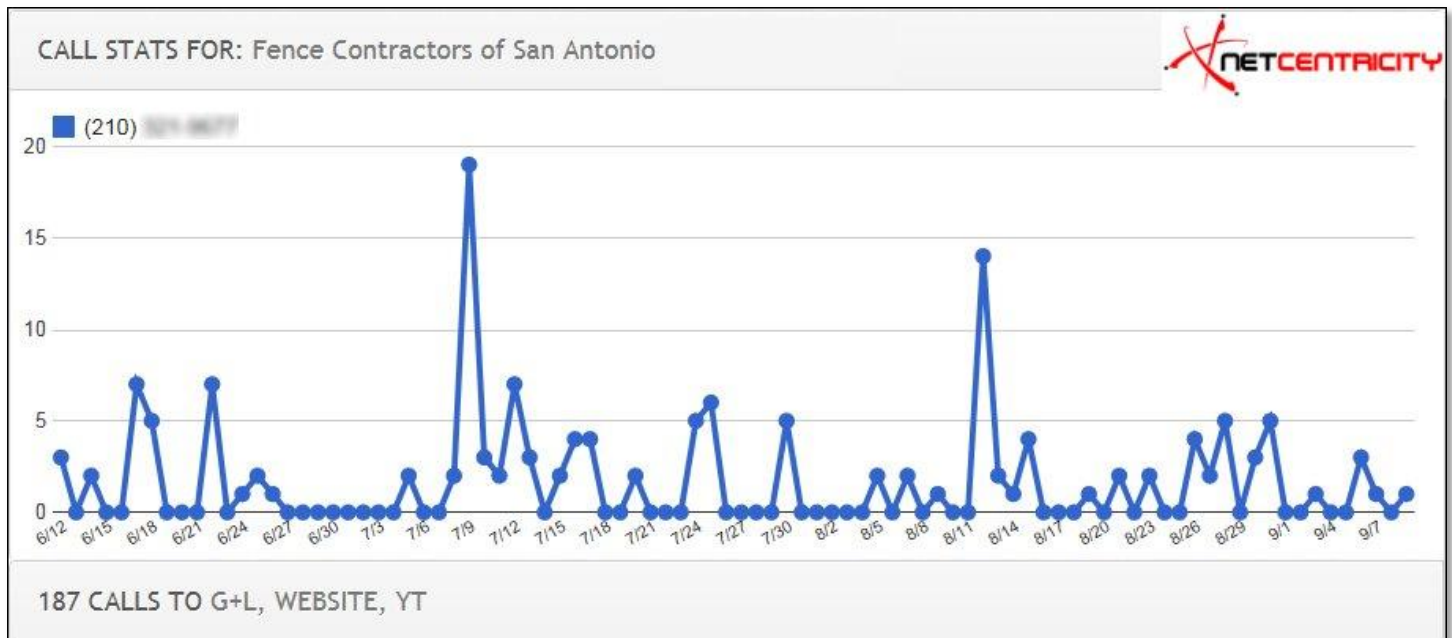


The Solution

[NetCentricity](#) built a new highly converting website, claimed and developed a customized Google+ Local business directory listing, created a branded YouTube video channel, and designed a simple 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 fencing contractor 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 they were converted into prospects.



The Results



- Over a 3-month period, the contractor received an additional 187 calls (+15.6 per week) from new prospects who either found his company's new online listings through organic search or from "click-throughs" to the new website from his PPC ad campaign. These additional calls from new prospects represented a 42% increase over his pre-existing call volume.
- Additional revenue from new customers during this 12-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!

