



Web Full Circle Case Study

July 1, 2016 – June 30, 2017





THE
WEBFULLCIRCLE
MISSION

We are a **trusted advisor** of our clients
in Charlotte, NC and beyond.



MICROSOFT CERTIFIED
PARTNER



GOOGLE ADWORDS
CERTIFIED



USABB ACCREDITED
BUSINESS



BETTER BUSINESS
BUREAU A+ RATED



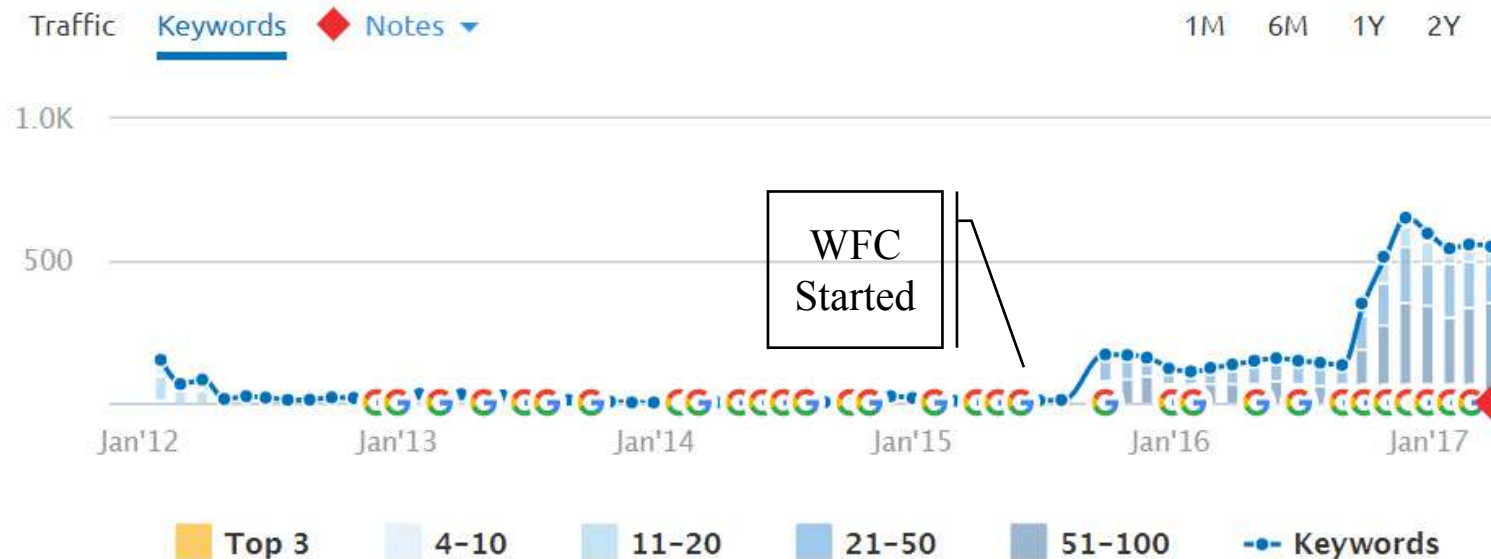
MEET

ONE HOUR HEATING & AIR

CONDITIONING

One Hour had not grown in revenue for 3 years when they joined us in 2015.

During a moment of **plateaued online rankings and leads**, One Hour was driven to be a top-performing HVAC business.



Experiencing a lack of communication from their SEO and SEM vendors and little ROI on traditional marketing, they wanted to know **how the campaigns directly impacted leads and their bottom line.**



HVAC installation
Repair
Maintenance

Serving the
Charlotte, NC area.

Our Partnership



**One Hour was a skeptic of SEO and SEM vendors.
In response, we created a performance-based budget and compensation scale.**

Base budget of \$8,000

When we met the
monthly revenue goal,
we received a
percentage of sales.

Goals & Challenges



Increase Ranking

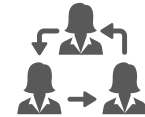
We first focused on SEO to:

- Generate leads organically
 - Increase organic calls
 - Call quality



Client Relationship

We took a proactive approach in the client's business to repair the client's perception of SEO and SEM vendors.



Research

Beyond SEO, we analyzed One Hour's business systems including their:

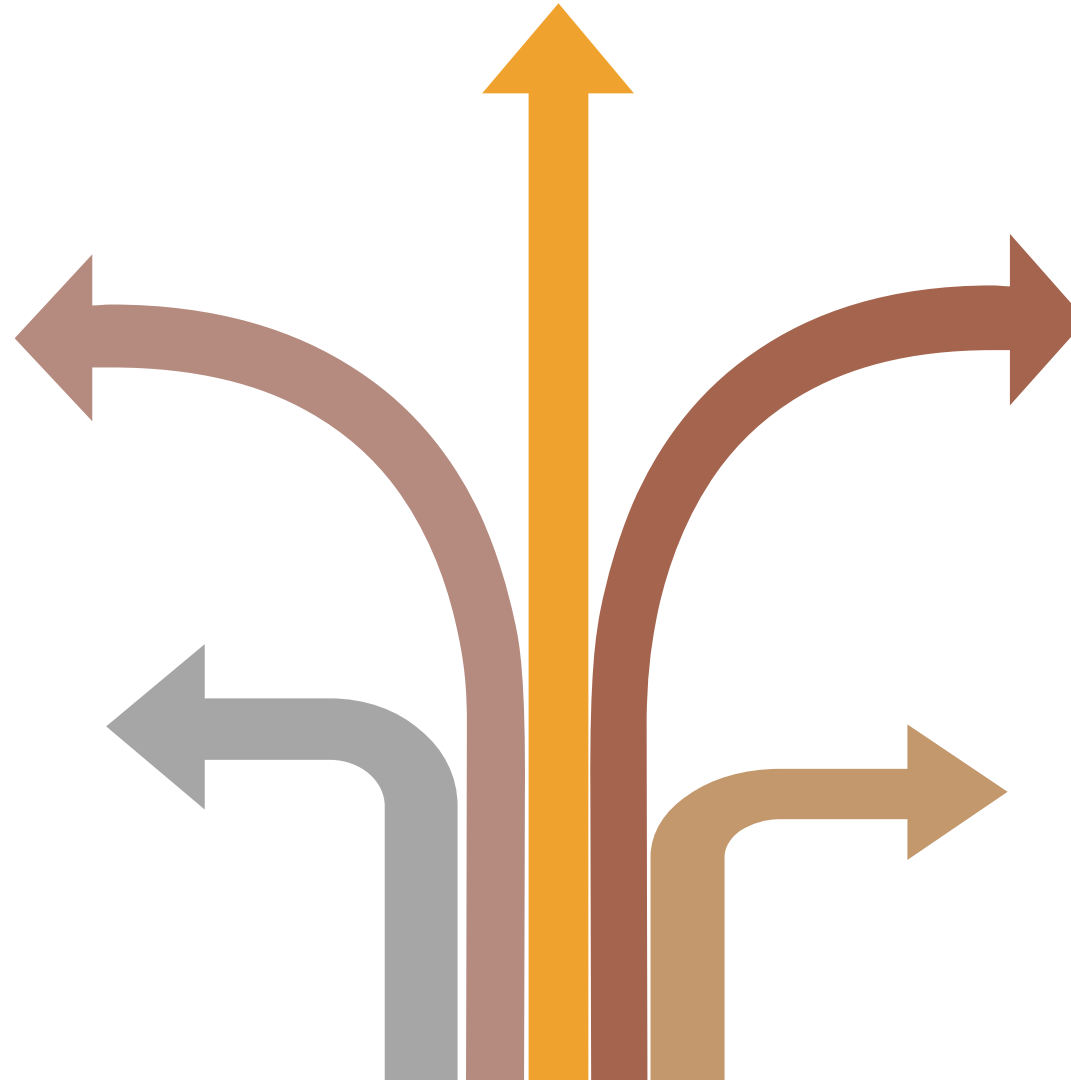
- CRM
- Call recordings
- Customer service processes



Internal Sales Process

We found challenges within such as:

- Lead tracking
- Call management
- Capturing of client data



Target Keywords

- ✓ AC REPAIR (14,000 SEARCHES/MON.)
- ✓ AC SERVICE (3,000 SEARCHES/MON.)
- ✓ HVAC REPAIR (4,400 SEARCHES/MON.)
- ✓ AIR CONDITIONING REPAIR (18,000 SEARCHES/MON.)

Exceeding Goals

- ✓ 108% INCREASE IN ORGANIC TRAFFIC
- ✓ 36% INCREASE IN APPOINTMENTS
- ✓ 17% INCREASE IN ORGANIC REVENUE



Enhancing **SEO** Campaign with **SEM**

PPC

REMARKETING

DISPLAY ADS

MEDIA BUYS

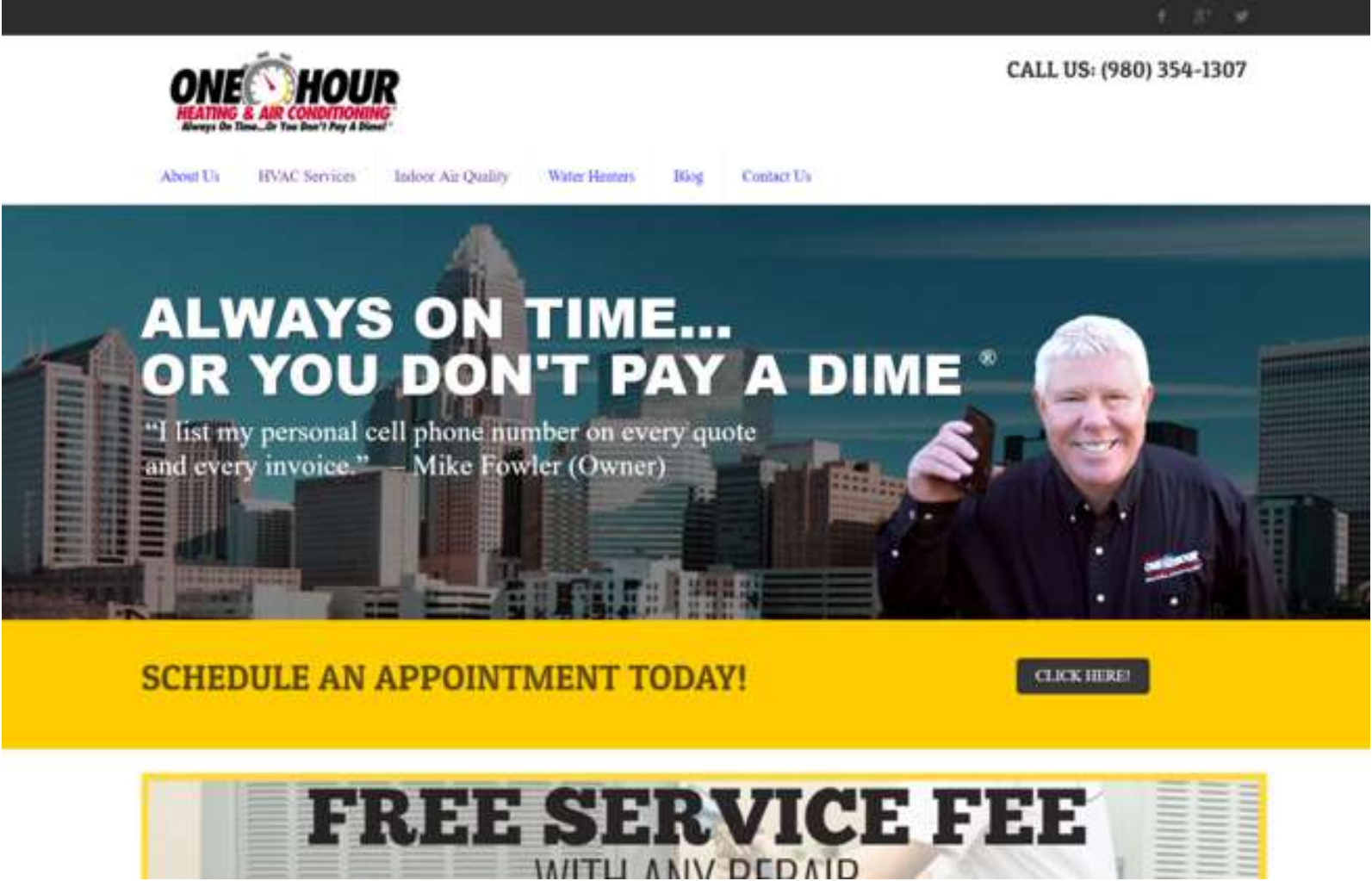
Proving ourselves to be a valuable partner with SEO, gave One Hour the confidence in us to manage their paid advertisement.



SEO

STRATEGY

Old Website



A full remediation of past outdated and negative efforts was necessary.

We used the best practices of CRO to redesign site to accommodate the structural needs of the SEO strategy.

New Website



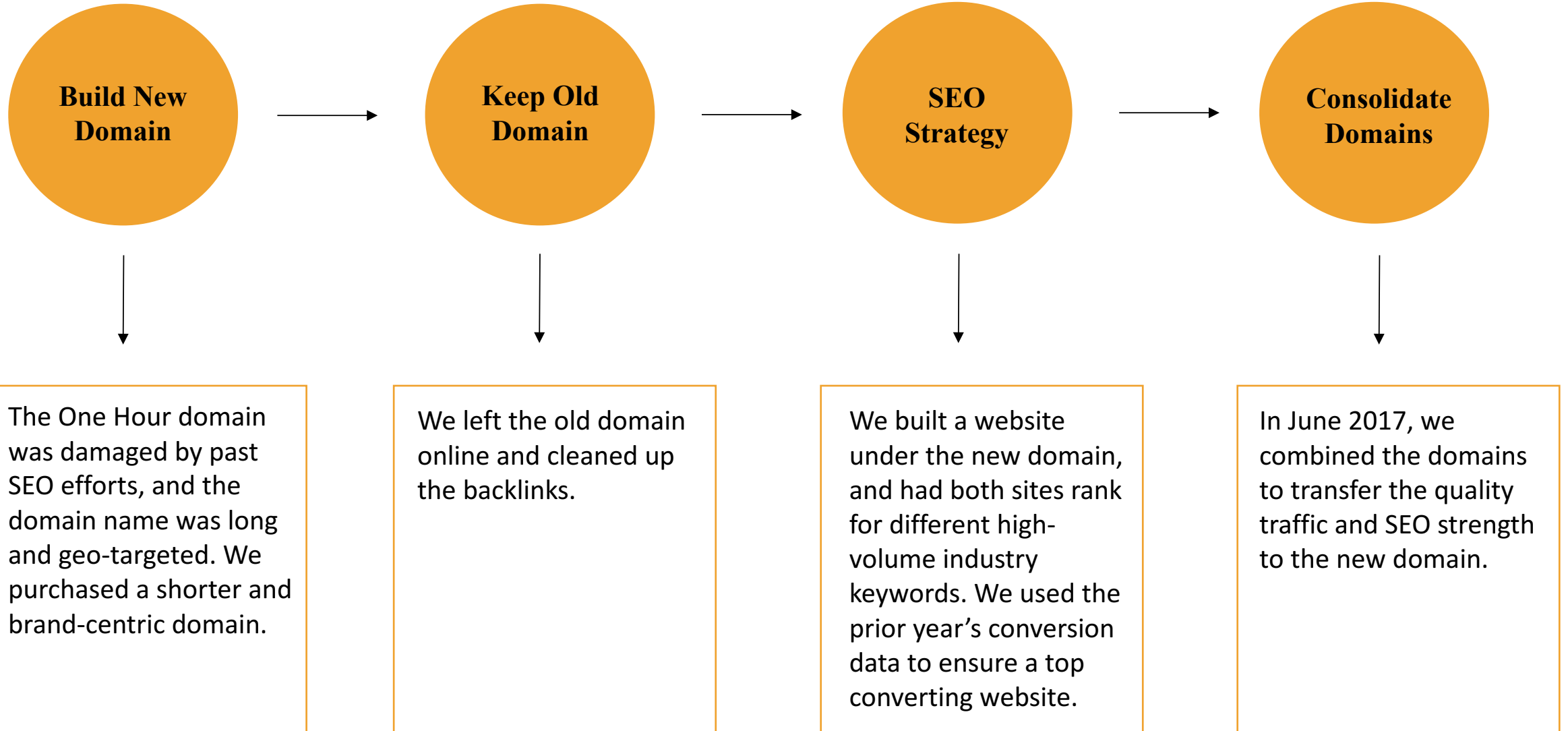
For SEO, we fixed:

- Page load speed
- Sitemap interlinking user flow

For CRO, we employed:

- Well-placed CTAs throughout
- Incorporated specials on the home page
- Responsive design for mobile traffic

Domain Strategy



- ✓ Build SEO Matrix – target 3-5 keywords per page
- ✓ Link Building – partnered with local bloggers
- ✓ Obtained Citations – both manually and using Moz Local and Yext
- ✓ Monitoring Traffic and Metrics for Released Blogs – via Google Analytics and SEMrush to avoid Panda penalties.
- ✓ Content Analysis – 750+ words

Onsite & Offsite Strategy

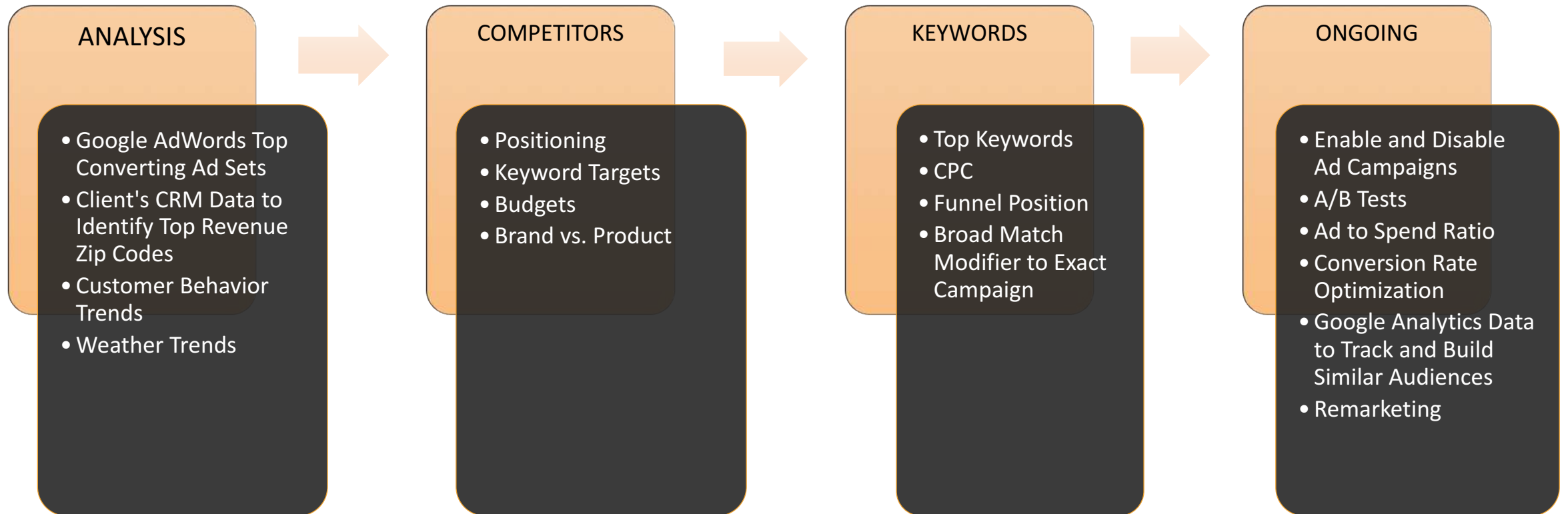


SEM

STRATEGY

SEM & PPC MANAGEMENT

Real-time monitoring of weather, ad sets, and user trends allowed our campaigns to hit peak ad exposure and ranking position.



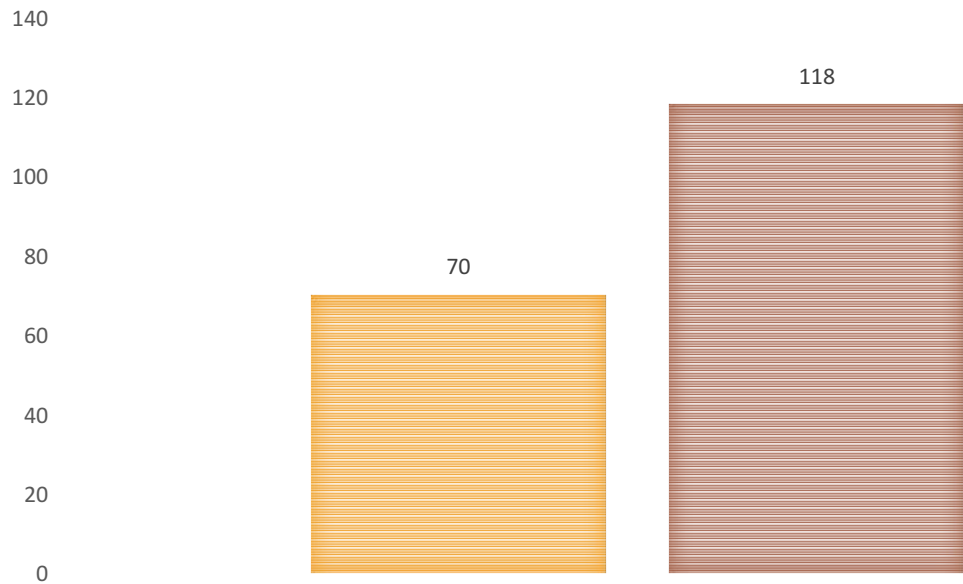


CAMPAIGN

RESULTS

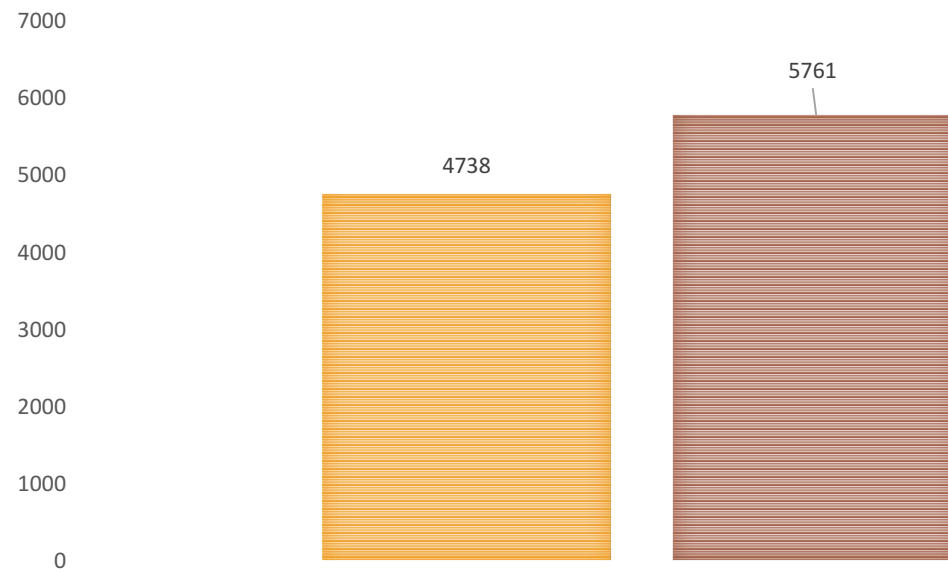
Monthly Organic Conversions

7/15 - 7/16 7/16 - 7/17

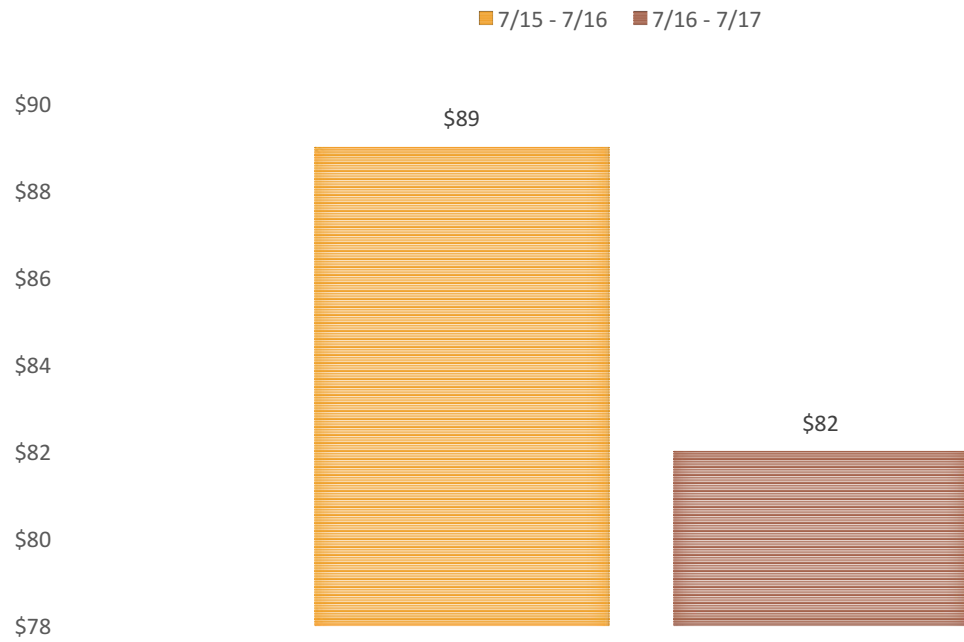


Inbound Phone Leads

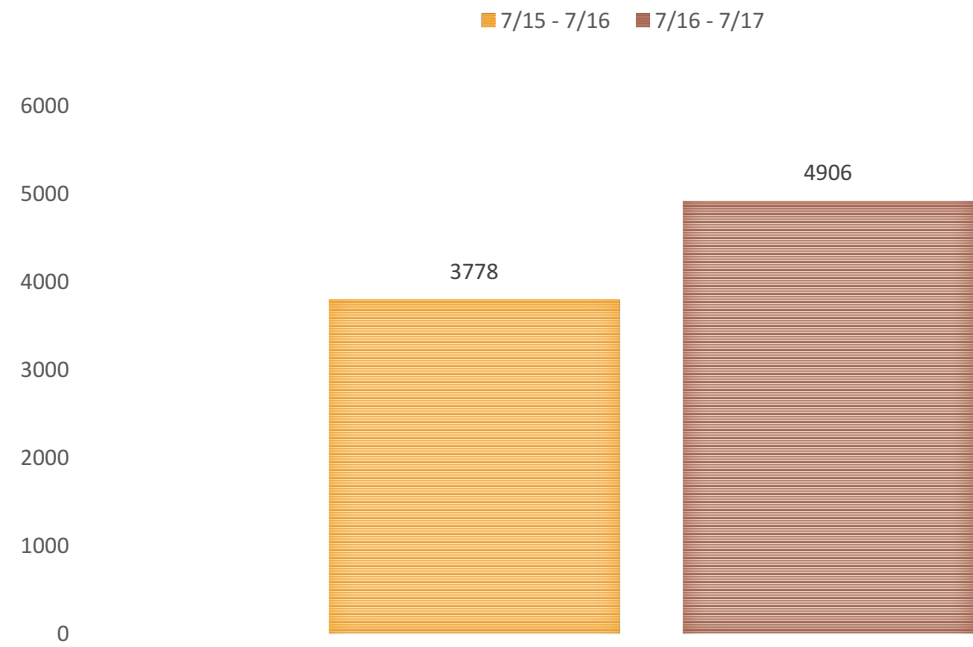
7/15 - 7/16 7/16 - 7/17



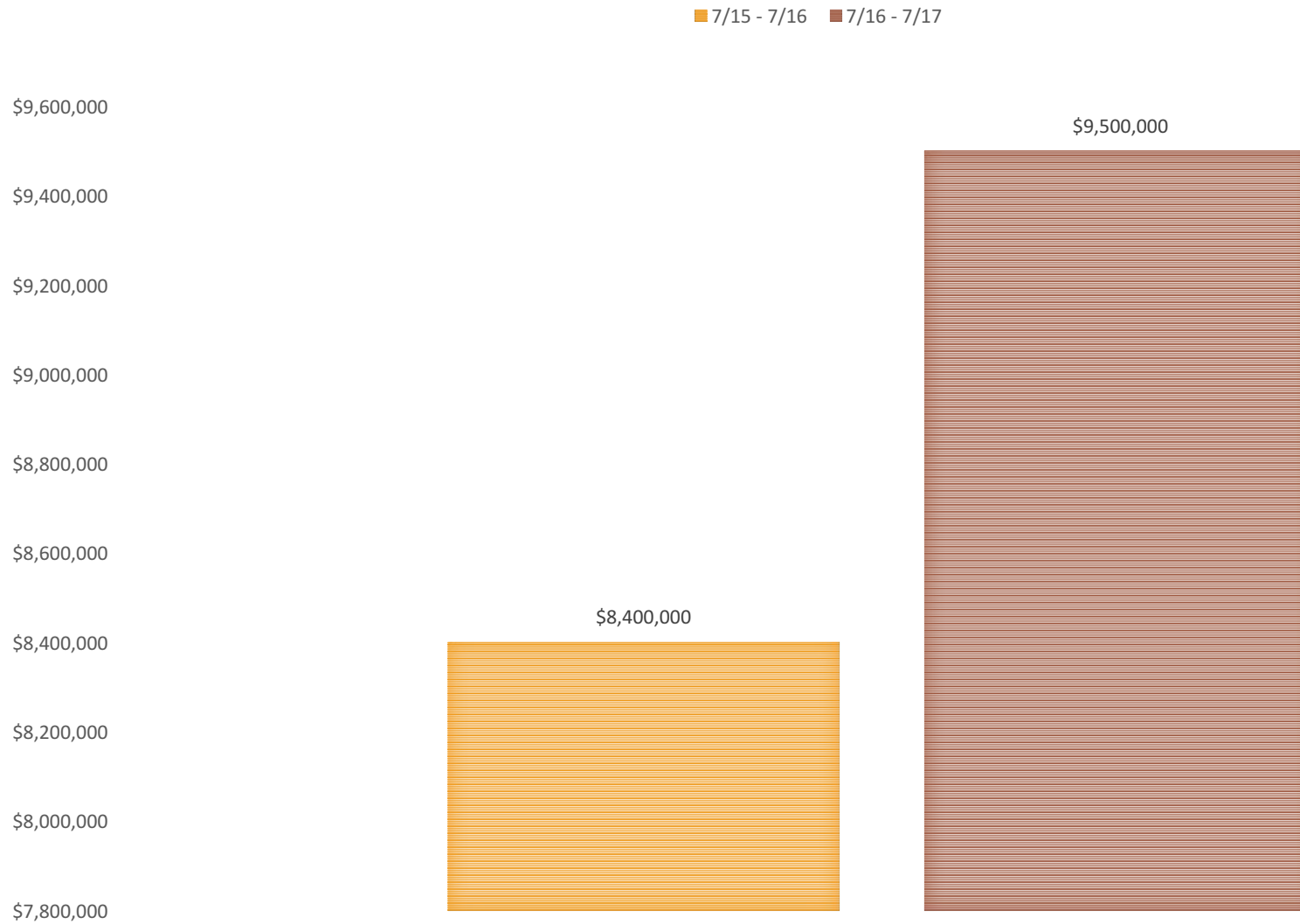
Average Cost Per Conversion



Appointments Booked



Revenue Growth





“They have become a part of our team and I won’t make a marketing move without them. My business tried plenty of other companies before but they are in a league of their own. My business increased to almost 30% year over year with their guidance”

MIKE FOWLER, OWNER



→ Contact

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Working with you



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