



CASE STUDY

Company Overview

Georgetown Sign Company was founded based on relationships, service, and quality to serve their customers in Austin. They value customers and their relationship with them. Everyone at Georgetown Sign Company takes the trust that customers put in a sign studio very seriously. Customer service is their core operating value. They believe in responsive and honest communication throughout the sign fabrication and installation process.

Georgetown Sign Company's standards for quality are high in all phases of their company's process from estimating, design, production, installation, and customer service.

Challenges & Requirements

Georgetown Sign Company was a new member of the Signworld family of companies and was just starting their business when they came to Measure Marketing. The owner had prior business experience, but this was the first sign studio he owned and ran himself.

They were faced with a similar challenge that all new businesses face: how can they get enough business in their first year to keep them going and keep growing as a company? The challenge was not only getting them the leads that they needed, but also getting them specific, qualified, and targeted leads. All sign requests are important, but some are better suited to a young sign business than others.

Measure Marketing was tasked with building them a website from the ground up and then using that site, as well as other resources, to get Georgetown vital leads.



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More Leads for Less

With the exception of the dip caused by COVID-19 related financial fears in potential customers (as well as the natural dip in business that safety measures at the time caused) in March and April, Measure Marketing brought in consistently higher numbers of leads every month starting from the beginning of our services with Georgetown. The average cost of each lead was 10USD lower than the average cost per lead for sign companies.

We were able to do this for Georgetown through careful, localized keyword research along with competitor keyword research. Competitive analysis also involved examining competitors' SEO, Local SEO, and Google Adwords strategies. We earned Georgetown the rankings it needed to convert through an Omni Channel approach using SEO, PPC, Local SEO, Social Media, and Blog Content to help achieve the desired results.

1,488

CLICKS

547 K

IMPRESSIONS

\$5,741.75

COST

\$3.86

AVERAGE CPC

96

CONVERSION

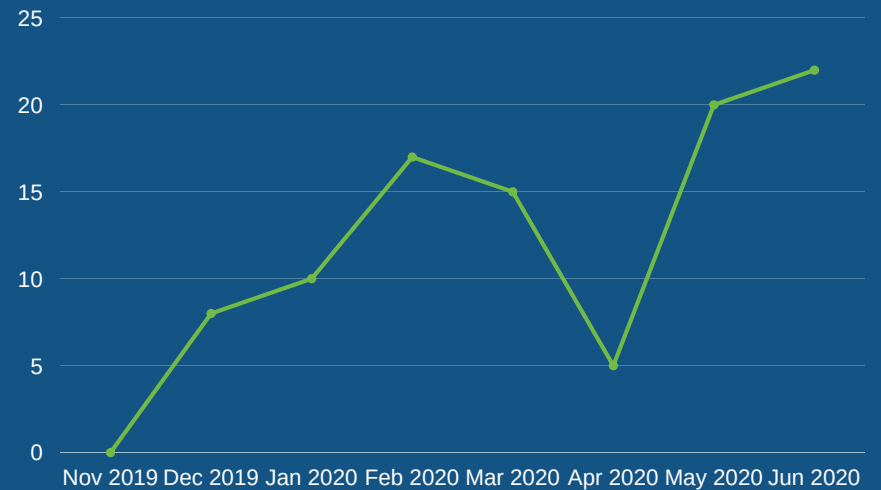
6.45%

CONVERSION RATE

\$59.81

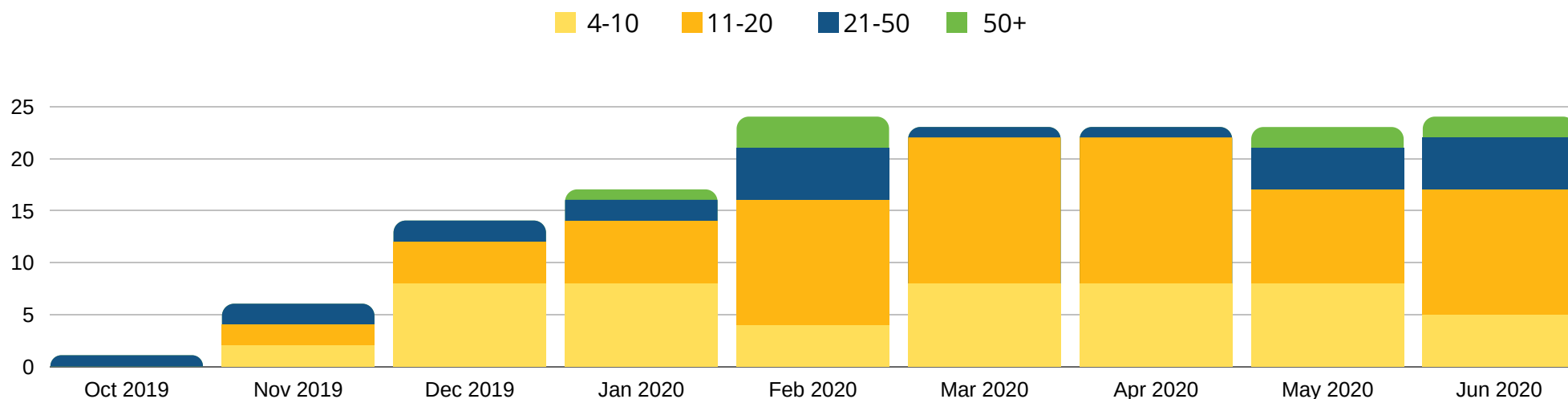
COST PER CONVERSION

Conversions



Dominating Google Search Results

One of the main challenges for promoting a new business online is that they don't have any sort of presence yet. You have to get them leads by creating something where there was very recently nothing. Through the combined efforts of our SEO Team and our Content Team, we consistently helped Georgetown rank for keywords that were essential to getting the right people to their website at the right time. This kind of organic traffic helps a business perform long-term with a consistent flow of leads.



28
Google Rankings

▲1,819
Google Changes

15
Bing Rankings

▲403
Bing Changes

2
Google Local Rank.

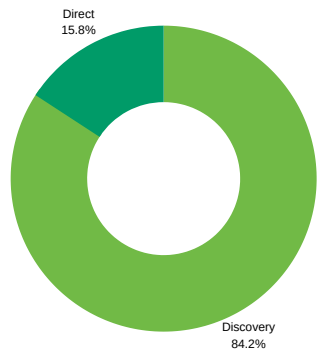
▲34
Google Local Ch.

Control of Local Listings

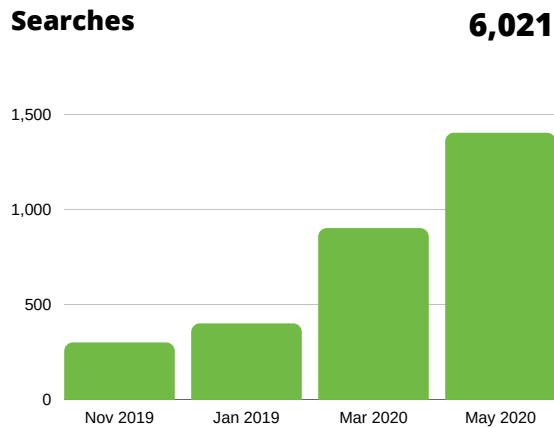
The vast majority of local listings came from discovery, which means that the lead came from a targeted keyword associated with one of Georgetown's products. Being found in this way means that those keywords will continue to rank higher and get more results. This is reflected in the consistent growth of searches in the chart on the left.

On the chart on the right, we see a consistent increase in site views over time thanks to constant optimization of Georgetown's Google My Business listing through adding products and services to the listing, using keywords in those entries, and putting up images of Georgetown's work that correspond with what potential customers are searching for.

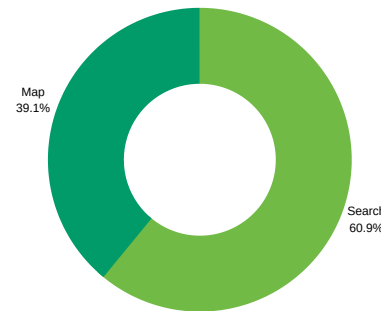
Direct Vs. Discovery



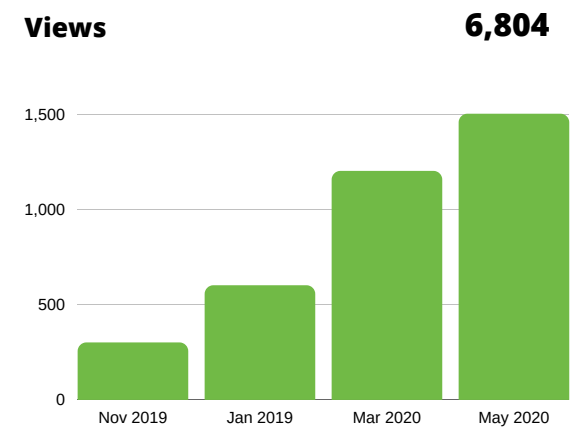
Searches



Search Vs. Map



Views



CLICKS

232



DIRECTIONS

119



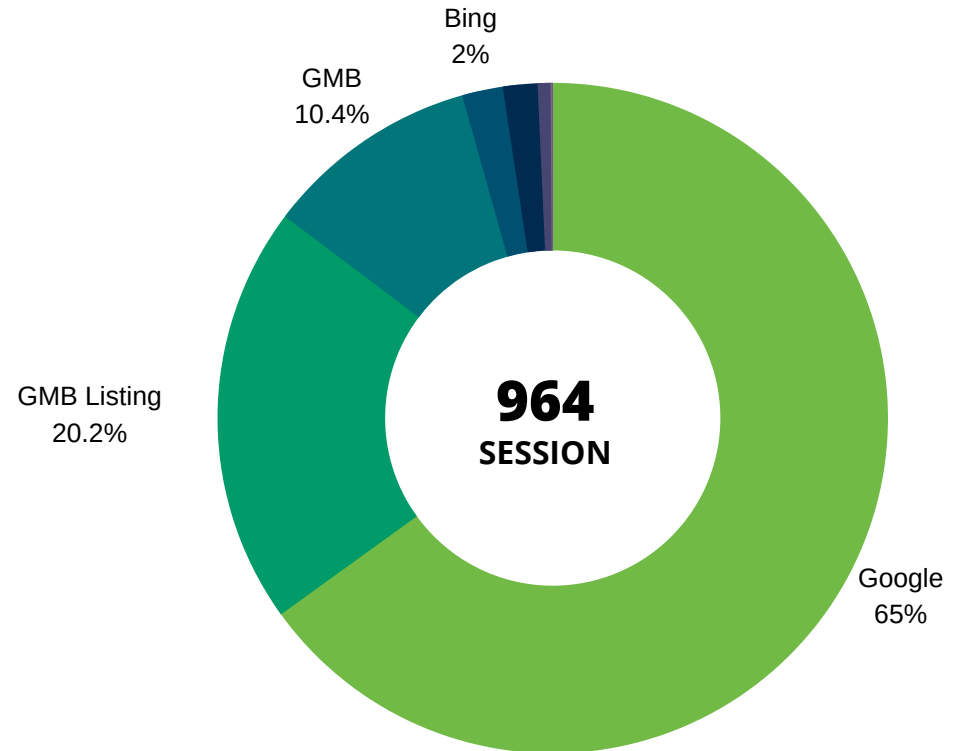
CALLS

71

Acing Organic Performance

While 65% of traffic came purely from Google searches, another 30% came from Google My Business related assets such as the GMB sidebar and the 3 Pack listing. This is another way we know that our SEO efforts are bearing fruit.

Another important aspect here is the number of pages per session and the average session duration. Both indicate that visitors are having a meaningful interaction with Georgetown's site that goes beyond just the home page and a cursory glance. The site is giving visitors what they need, and is keeping their attention.



964

Session

3.11

Page/Session

00:03:46

Avg. Session Duration

62.66%

% New Session

40.56%

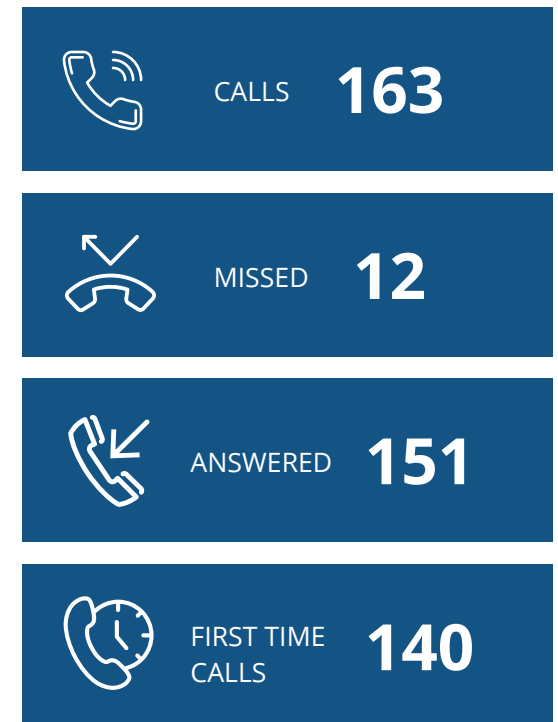
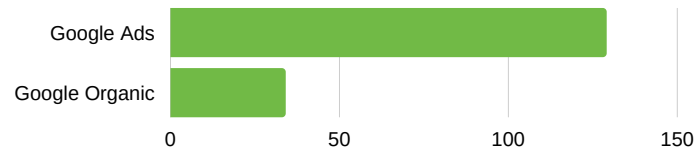
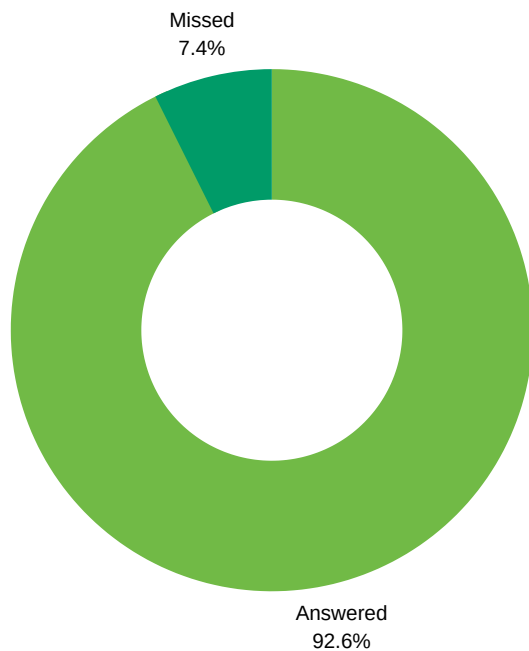
Bounce Rate

148

Goal Completion

Efficient Lead Tracking with CallRail

As a new business, you absolutely want to keep hearing the phone ring. 140 new calls means that Georgetown had 140 new, high-quality leads at their disposal. A larger portion of them came as a result of Google Ads because a new business needs lead flow right away, and the natural flow of leads that comes from SEO efforts takes considerable time. Any new sign clients or other businesses that Measure Marketing works with starts out with a robust Google Ads strategy to ensure there's a healthy flow of leads from the beginning.





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