

WMGB Home Improvement

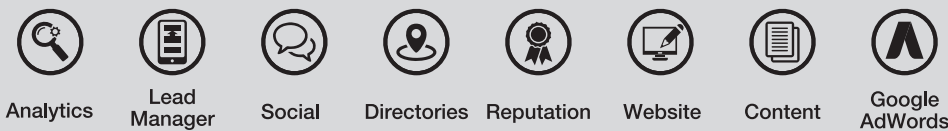


WMGB Home Improvement is a leading home improvement company that services the entire West Michigan area. During the 33 years they have been in business, the company has evolved significantly and they were looking for a marketing partner that would position them to scale and drive continuous improvement in the digital space. Before they partnered with Surefire Local, WMGB was stuck with an inefficient, poor performing website managed by a slow responding agency. They were looking for a strategic change in the right direction.

WMGB Home Improvement partnered with Surefire Local to achieve four key objectives:

- Redesign and launch a new website that was efficient, competitive and up to date with current standards
- Improve and increase organic traffic flow
- Establish performance benchmarks
- Consolidate all website activities into a single system

Surefire Local Marketing Cloud Solutions Engaged



400%
INCREASED LEAD FLOW

40%
INCREASE IN ORGANIC TRAFFIC

RESULTS

Delivered 400% Increase in Lead Flow

Surefire Local's website redesign and digital advertising system delivered a 400% lead increase for WMGB Home Improvement when compared to results obtained with a previous digital marketing agency.

Delivered 40% Increase in Organic Traffic

Surefire Local drove a 40% increase in organic traffic for WMGB. We achieved those results by launching a strategically designed website that incorporated framework and SEO best practices. We made sure the site was beyond compliant with search engine standards for maximum visibility and crawlability.

Simplified Marketing

Surefire Local fully migrated WMGB Home Improvement's website and consolidated several other marketing programs so they could have a single system – and a single login – for all of their marketing needs. Surefire Local also integrated their WordPress website with WMGB Home Improvement's CRM for full ROI calculations.

Established Performance Benchmarks

Surefire Local's detailed reporting enabled WMGB Home Improvement to set digital Marketing and web performance benchmarks for their business. The management team now has visibility into results for and how those results compare to previous months and/or years.

"I wanted **more people to engage** with our website and to call us. I **needed more leads**. I did not think my website was working as hard as it should be... With my previous website, I was lucky to get 5 leads per week... When my Surefire Local designed website was launched, I saw immediate results...**more phone calls...more website form submits!** I now easily get more than 5 leads every day... **a 400% increase in lead flow!**"

— GREG COWAN, OWNER