

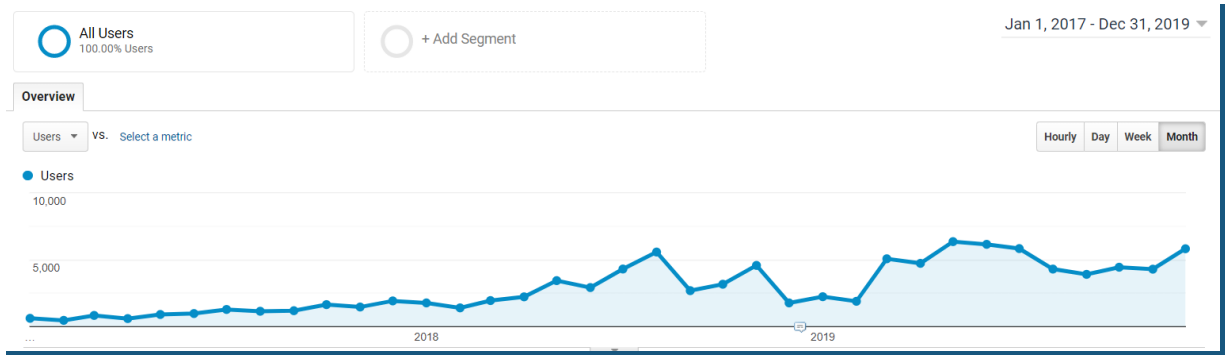


HOME SERVICES CASE STUDIES



H & H HEATING AND AIR CONDITIONING INC.

WEBSITE TRAFFIC GROWTH OVER 2 YEARS



BELOW ARE SOME REAL LEADS COMING IN FROM THE WEBSITE



“ Would like to discuss options and get an estimate to replace my aging HVAC system (currently forced air gas heat, central a/c). Approx 1400 sqft row house in -----, 3 floors plus partially finished basement. Heats pretty evenly but doesn't really cool upstairs. Email is easiest way to reach me. Look forward to hearing from you! ”



“ I would like to join the comfort club. Please contact me at your earliest convenience. Thank you! ”



“ Hello, I have a broken compressor in my outdoor a/c unit and it will not blow cold air. I wanted to reach out and see if you can have someone come assess my system and give me a recommendation on the best way to address the problem and an estimate on the cost of that suggestion. Thank you for your time. ”



“ I currently have a mini Fujitsu mini split system (about 5 years old) installed to cool a small third floor room. Are you able to add another line to this set up to cool a separate room. The condenser is installed on a flat second floor roof, and the new room in question would be directly below this.

I certainly open to setting up a consult visit. I just wanted to confirm you work with the Fujitsu brand and adding a second line is possible.

CLIENT TESTIMONIAL

"I have been using Ila's services for 2 years and she has really made a positive impact on my website and lead generation. I had Ila build and design my website with great success! see for yourself; www.delcohvac.com. She has also helped me get my organic search ratings up by utilizing her skills at SEO."

-Joseph Hoke, Vice President, H & H Heating and Air Conditioning Inc.

PIZZAZZ PAINTING

WEBSITE TRAFFIC GROWTH OVER 1.5 YEARS



BELOW ARE SOME REAL LEADS COMING IN FROM THE WEBSITE



“ We are purchasing a house in Mt Laurel and would like to get a quote to paint 4 bedrooms (walls, trim, ceiling, closets), as well as possibly one other room. We close on the house at the end of August, but our home inspection is Monday August 2nd at 3:30pm, so if possible we'd like to get a quote at that time. Thanks!”



“ Just looking for a quote on how much it would cost to paint our exterior vinyl siding.”



“ Looking for both exterior and interior painting
1) Exterior: trim, garage doors, front door, shutters
2) Interior: front and upstairs hallway, upper and lower bathrooms ”



RESULTS

During March 2020 to May 2021 our marketing campaigns generated:

- 197 Contact form submissions
- 177 Phone calls
- The company is booked out months in advance with new jobs!

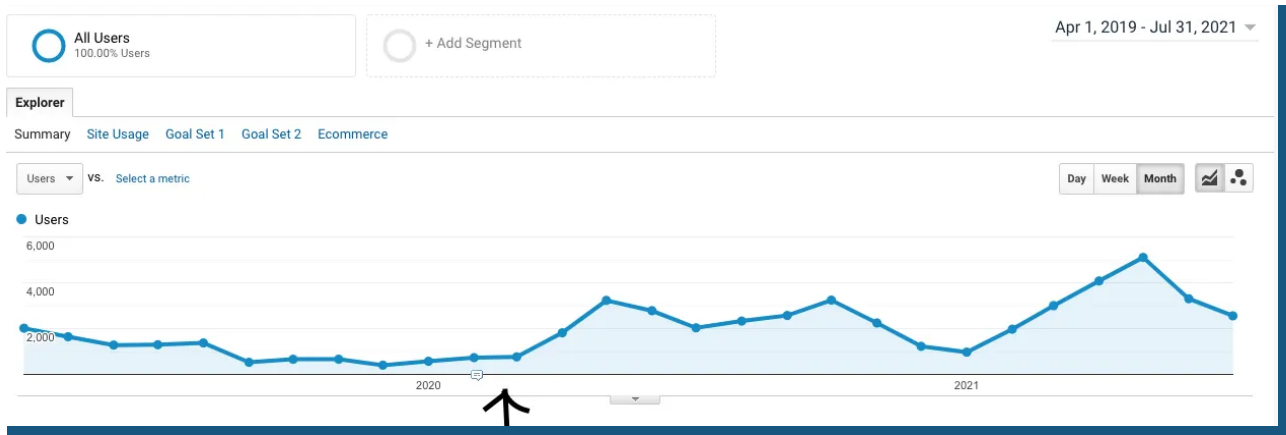
CLIENT TESTIMONIAL

"I've been working with Madhu for many years. She has helped me increase my business and has done a great job with all of my SEO. She is fair and honest and takes a lot of pride in her work. I would definitely recommend her and her team to anyone who's looking for a quality company!"

Bill N., Owner, Pizzazz Painting

LANDSCAPE CONSTRUCTION COMPANY

TRAFFIC GROWTH AFTER PROJECT STARTED IN 2020



THE OBJECTIVE



- Build a strong online presence
- Generate leads from their existing website
- Improve the quality of leads generated

WSI SOLUTIONS IMPLEMENTED



- Custom Designed Website
- Conversion Rate Optimization
- Accessible solution to meet AODA requirements
- Search Engine Optimization
- PPC
- Email Marketing



RESULTS

- 1 year since launching new website and running PPC and SEO leads from the website have increased by 91%
- Organic traffic has increased by 160%
- PPC traffic has increased by over 80%
- New leads are better qualified

BELOW ARE SOME REAL LEADS COMING IN FROM THE WEBSITE



“Looking for landscape design consultation and quote for makeover of existing landscape which already includes a pool on property.”



“Looking to redo front yard, backyard, garden front and back, fire pit, outdoor BBQ.”



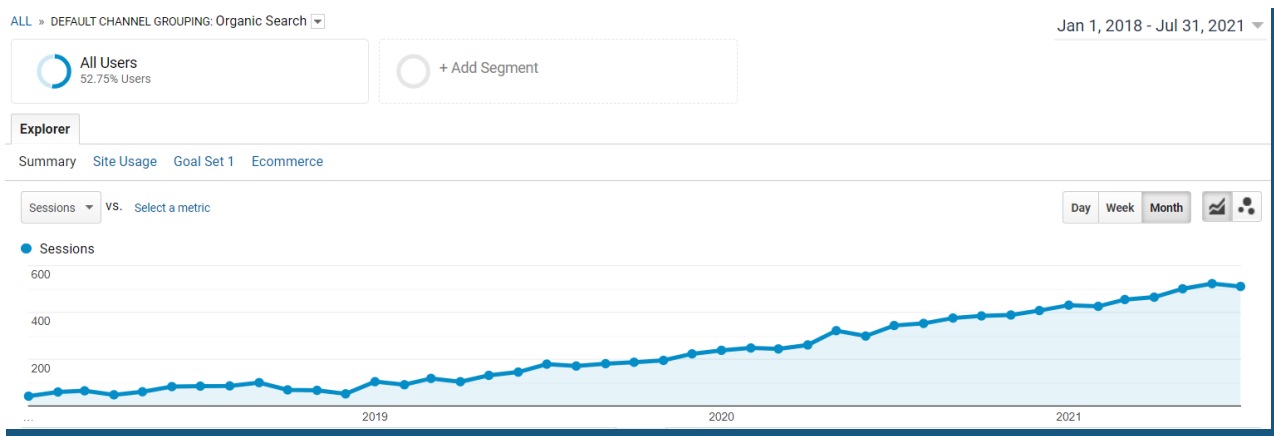
“I would like a quote for my backyard, to design and landscaping, it has some slope and we are installing a swimming pool soon.”

CLIENT TESTIMONIAL

"Since the launch of our new website and marketing campaigns, we've experienced more leads than ever before, which has allowed us to scale back on the costly print marketing we were doing before."

MIKE CHAVEZ PAINTING

WEBSITE TRAFFIC GROWTH 2018 TO 2021



THE OBJECTIVE



- The website previously was not converting clicks to calls.
- The layout, look, feel and flow were not conversion based.
- Mike Chavez needed more regular phone calls and leads.

WSI SOLUTIONS IMPLEMENTED



- Beautiful, conversion-based website.
- Aggressive search engine optimization
- Content marketing campaign in order to achieve multiple first page listings.



RESULTS

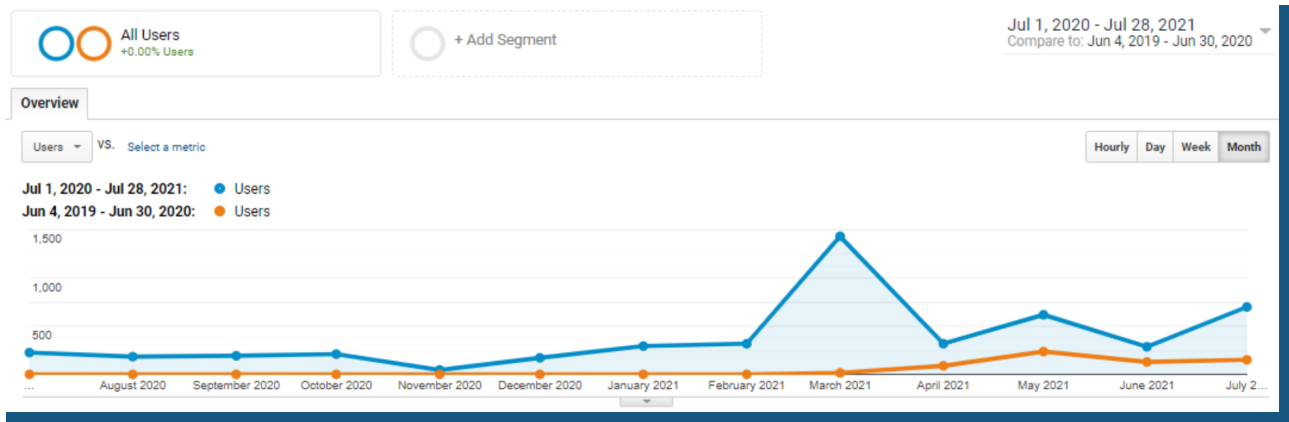
- Looking at 2021 YTD vs. last year, Mike Chavez Painting has had an organic session increase of 30% and organic user increase of 36%
- When looking at the last 2 years vs. the prior 2 years, we are seeing a 203% increase in organic sessions to the website and a 220% increase in organic users.

CLIENT TESTIMONIAL

"WSI is an amazing company to work with. They said they could fix my website and make it look better. They did. They said that they could drive more people to it. They did. They said they could get my phone to ring. They do! My business could not have grown at the rate it has this year without the help of WSI. I would highly recommend them and look forward to continuing our relationship."

ROOFING COMPANY IN SACRAMENTO

6 MONTHS WEBSITE TRAFFIC COMPARISON



THE OBJECTIVE



- Improve the website
- Articulate their unique value proposition
- Make it more of a lead generation tool for the roofing business.

WSI SOLUTIONS IMPLEMENTED



- Website Design and Development
- Competitive Analysis
- Keyword refinement
- Search Engine Optimization
- Content Development



RESULTS

- 721% Increase in website sessions
- 589% increase in pageviews
- The company is booked out months in advance with new jobs!

CLIENT TESTIMONIAL

"We started working with Lori Bonitata and Art Millington at WSI in May 2020. We have been so impressed by the hard work they did in revamping our company website. Our website is now incredibly appealing to our customers and easy to navigate. They have been truly professional and their eagerness to help and bring ideas to advance our company has been such an asset to our business. We absolutely recommend WSI to everyone we can."

FERRIS HOME IMPROVEMENTS

ALL TIME ORGANIC TRAFFIC GROWTH

Organic Traffic 1,544/month

☒ Organic Traffic ☐ Paid Traffic

Notes ▾

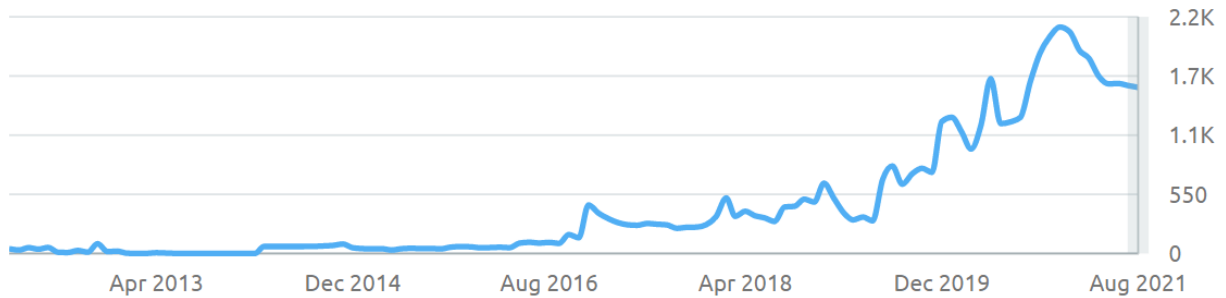
1M

6M

1Y

2Y

All time



THE OBJECTIVE



- Better organic ranking on Google for relevant keywords.
- Bring in more leads through online advertising.
- Faster website loading time.
- Mobile-friendly website.

WSI SOLUTIONS IMPLEMENTED



- Implement PPC campaign for quick results and lead generation.
- SEO (social media, video, metadata, directories, blogs) for long-term higher search engine rankings.
- Rebuild website, in similar format, but optimize all images to decrease load time and clear Calls to Action



RESULTS

- The company's revenue quadrupled.
- 10 employees to 50 employees
- Added additional services of deck building, doors, gutters, kitchen and bath remodeling
- Opened a new showroom for kitchen and baths in April 2017
- Purchased additional property behind the showroom to expand offices

CLIENT TESTIMONIAL

"Our traffic on our website has tripled in count since we first started with WSI. Matt has done a great job and his team over there, and we couldn't be happier. We have more words on the first page than we've ever had that has directly related to phone calls coming in. Now they are finding us a lot easier and now he's done a great job. I highly recommend WSI for any of your Internet marketing needs. They're fantastic!"

- Walter Ferris, Owner, Ferris Home Improvements.

MASTER DOORS

ALL TIME ORGANIC TRAFFIC GROWTH

Organic Traffic 1,156/month

☒ Organic Traffic ☐ Paid Traffic

Notes ▾

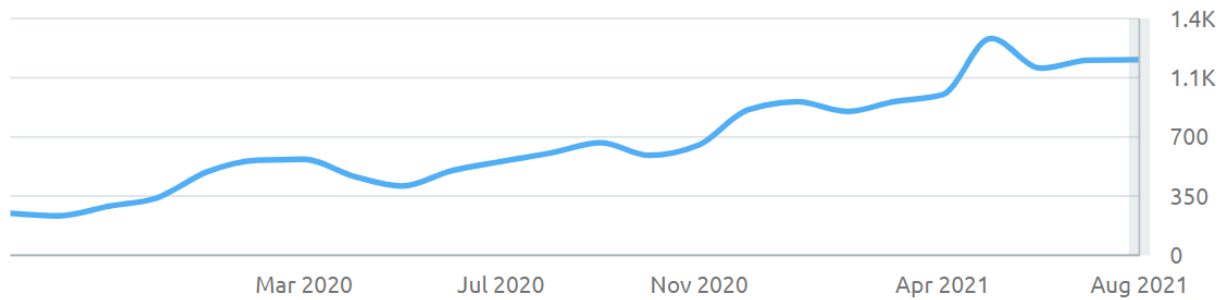
1M

6M

1Y

2Y

All time



THE OBJECTIVE



- Better organic ranking on Google for relevant keywords.
- Generate enough leads.
- Improved reporting to provide insights into ROI.

WSI SOLUTIONS IMPLEMENTED



- Understand the client's needs and develop a Digital Strategy
- SEO
- Google Ads
- Content Marketing



RESULTS

- In 1 year they went from averaging 15-20 leads per month to over 140 qualified leads per month
- 4X times leads received compared to the previous year

CLIENT TESTIMONIAL

"I would like to say thank you for the phenomenal job that you and your team did for us. after yesterday's meeting and reviewing the Aug 2020 monthly reports, I was surprised to see our leads increased almost 4 times since may 2019 that we started to work together. you and your team are very knowledgeable and hardworking and I wish we can continue to work together for a long time to come."

- Roya Anvari, Co-Owner & Director of Sales & Marketing, Master Doors