

INCREASED PPC & WEBSITE CONVERSIONS



AMMA MARKETING
Online Marketing - Websites
Big Agency Background
& *Small Agency Focus*

ONLINE MARKETING AND WEBSITE DESIGN CASE STUDY

Client: East Cost Service Cleaning Emergency Services ECCE



East Coast Cleaning Emergency Services, LLC



Water Damage - Flood Damage - Cleaning Services

24 Hour Emergency Service
60 Minute Response!

Call Toll Free: 1-877-FLOOD13
(356-6313)

Serving
Long Island
Nassau County
New Jersey
New York
Suffolk County
Westchester County

The Challenges:

When ECCE established its website presence, their main concern was that their phone was not ringing. They were getting subcontracted work from their competitor's overflow, therefore minimizing profits. As a result, ECCE needed to procure contracted work directly from their website.

Evaluation of Situation:

There are several components to be concerned with when building a successful website. They are: content, design, ease of navigation, calls to action, and showing up on search results when prospects are looking for your product or service. These days, a business without a good website in content, navigation, calls to action, and search is at a distinct disadvantage, as most consumers turn immediately to their mobile devices and desktops to search for products or services.



Design Evaluation:

The ECCE website was not aesthetically pleasing; it looked dated. In addition, they had about 30 pages of duplicate content and videos. Users landing on their webpage would rarely call about their service due to its look and overall lack of cohesive navigation, direction, and message.

There is a three-second rule of thumb that if a user does not find what they are looking for on your website within three seconds they will abandon the site. Valuable marketing dollars are wasted, as was the case with ECCE. Moreover, ECCE was not showing up in search results at all.

Design Solution:

Websites are today's #1 business vetting tool, and AMMA Marketing is well-positioned to design and build ECCE a contemporary, attractive, and compelling site, one designed with only one goal in mind: to drive inquiries directly to their business. As ECCE has been marketing their brand and logo for 3 years, re-branding was not considered.

The ECCE Pay-Per-Click (PPC) report showed that ECCE received 50 clicks, but only one phone call. Therefore, we made the website a lot simpler and more effective. In addition to improving the overall look, we added key selling points to the header such as Water Damage - Flood Damage - Cleaning Services. The 60-minute response is a major selling point. Previously, this claim was in a little box halfway down the page. Now it is in a prominent place in the header.

The top navigation bar was cluttered and we replaced it with a contemporary, aesthetically pleasing, and effective drop down feature. We removed a video tab and instead had each video shown at the bottom of the relevant page. We also changed the FAQ's to Do's and Don'ts.

We prepared the box with the worker kneeling to the point at the message "Call the Professionals" and made the font larger than the rest of the text to emphasize that ECCE knows what they're doing.

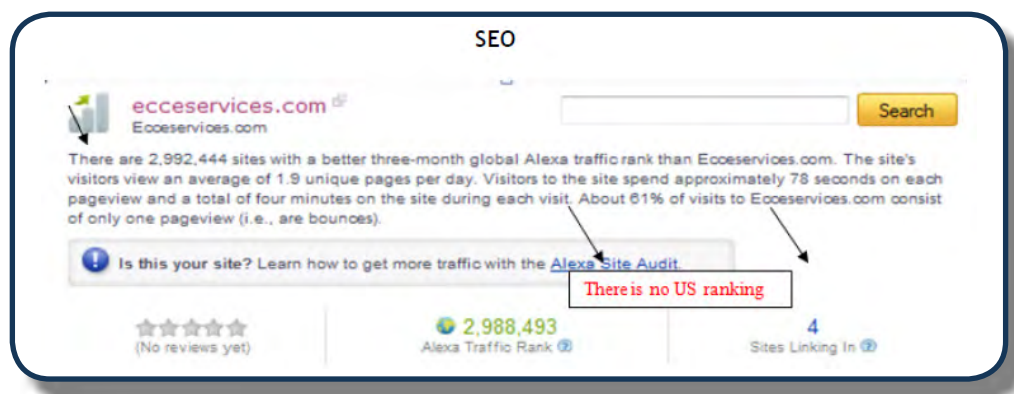
We inserted bullet points under the pictures of the workers (3 points to each photo) and made their service offerings simple and to the point. When someone clicks on the image they are taken to the relevant page.



There was a right sidebar with some irrelevant information. We removed it and created a left sidebar with the phone number for better exposure. This replaced a “talk to an operator” feature that was not functional. We moved the Facebook and Twitter icons there, as well.

Search Engine Optimization (SEO) evaluation:

Search Engine Optimization (SEO) had not been considered during the original design phase. When AMMA Marketing redesigned the ECCE website, we implemented web development and ongoing SEO link-building strategies. Previously, an ongoing SEO link-building program was never considered nor implemented. ECCE was not showing up for any key-term search results. There was no US ranking, and only 4 links connecting back to their website.



Search Engine Optimization Solution

A) Keyword Discovery – in this phase of the project, we determined the best keyword targets. We used current site traffic, keyword research tools, and their business strategy to determine targeted keywords.

B) Intelligent SEO plan – Analyzed three competitors’ backlink profiles in addition to successful ranking keywords so we can surpass them per current SEO standards.

C) On-page Optimization – A great setup is the foundation for everything moving forward, getting all on-page SEO, titles, metadata, and descriptions right will carry all future online marketing initiatives a long way.



On-page Optimization included was not limited to the following:

- ✓ Initial Local SEO Audit & Keyword Research - Website Optimization & Health Check -Structured Data Production & Implementation - Google My Business Optimization -
- ✓ Content Enhancement Suggestion - Local Landing Page Suggestion - Sitemap.xml
- ✓ Robots.txt

Off-page Optimization included and was not limited to the following:

- ✓ Local Citation Research & Tracking

Citations are the lifeblood of Google's local algorithm. It's important to have a business listed in different authority sources/websites. Also, the NAP (Name, Address, Phone Number) consistency is required to send the proper signal to Google about your local presence. We tracked all these citations to identify if their presence or NAP is consistent.

- ✓ Local Citation Creation

We also found potential opportunities to get the NAP fixed and get it listed in different sources. We found online sources, sources like Yellow Book, Citysearch, Chamber of Commerce Websites, Yellow Pages, etc. where they should be listed and list them there.

- ✓ PDF & Presentations Submissions

PDFs and presentations were created and submitted with the NAP to get them ahead of the citation number game. We ensure they receive inbound backlinks from authoritative websites and NAP signals for getting better search results in Google Maps.

- ✓ High Domain Authority Directory Submissions

We researched high quality internet directories and submitted their website to improve the website authority.

- ✓ Photo Sharing

Another tactic used like PDF & Presentations Submissions to get additional citation sources for their website.



✓ Classifieds

Local classifieds are great sources for getting additional NAP signals for a Google Maps listing. We created ads and submitted these to classified websites. Google greatly values local sites for submitting classified ads.

✓ Guest Blogging

We found potential partner sites that were interested in hosting the articles we wrote for them. They in turn provided links back to their website. Guest blogging provides inbound referral traffic that powers a website for organic search results.

✓ Videos

We post animated short videos, whiteboard videos, or use existing client videos on video sharing websites. Websites like YouTube and Vimeo are great ways to get authority backlinks.

✓ Press Release Writing & Distribution

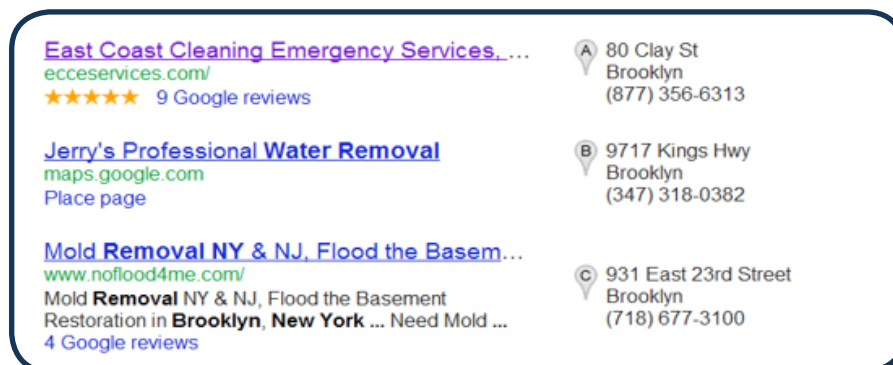
We wrote monthly press releases and syndicated them through PR websites to ensure they received backlink value.

✓ Blog Directory Submission

We submitted the blogs written for the ECCE website into different blog directories.

Google Local Results:

Results based on the key-term “water removal Brooklyn”



The screenshot shows three local search results for 'water removal Brooklyn' in a rounded rectangular box. Each result includes a title, a URL, a star rating with the number of reviews, and a location pin with the address and phone number.

Result A	Result B	Result C
East Coast Cleaning Emergency Services,... ecceservices.com/ ★★★★★ 9 Google reviews	Jerry's Professional Water Removal maps.google.com Place page	Mold Removal NY & NJ, Flood the Basem... www.noflood4me.com/ Mold Removal NY & NJ, Flood the Basement Restoration in Brooklyn, New York ... Need Mold ... 4 Google reviews
80 Clay St Brooklyn (877) 356-6313	9717 Kings Hwy Brooklyn (347) 318-0382	931 East 23rd Street Brooklyn (718) 677-3100



Google Organic Results:

When we started working with ECCE for organic rankings, you can see the website was not ranking for any of the keywords.

		Ranking on Google.COM				
Search Term	URL	Initial Ranking	2011-06	22-Aug-11	1-Oct-11	27-Oct-11
Water Removal New York	www.ecceservices.com	Not Ranking	13	4	4	2
Flood Cleanup New York	www.ecceservices.com	Not Ranking		200+	10	3
Mold Removal New York	www.ecceservices.com	Not Ranking		35	91	35
Basement Water Damage New York	www.ecceservices.com	Not Ranking		43	Not Ranking	20
Sewage Cleanup New York	www.ecceservices.com	Not Ranking		4	5	5
Water Damage Restoration New York	www.ecceservices.com	Not Ranking	86	16	23	8
Fire Damage Restoration New York	www.ecceservices.com	Not Ranking		25	38	4

Pay-Per-Click (PPC) Evaluation:

The ECCE website was not showing up on our PPC exposor tool. This was because they were using a third-party vendor that was mirroring their website and were not paying Google directly.

Pay-Per-Click (PPC) Solution:

Cover competitive landscape by utilizing competitive data - Implement Google AdWords conversion tracking for proper data measurement - Build core keyword list to begin covering PPC real-estate amongst competitors - Create multiple campaigns based on granular themes for budgeting and geographical control - Evaluate competition ad copy in relation to keyword grouping and setup of initial ads - Utilize keyword search query data to generate long tail keywords based on conversion data - Test matching options (Broad, Phrase, and Exact) against each other to enhance conversions - Implement long tail keywords to lower cost per click and grow overall engine exposure - Utilize keyword search query report to build and implement a negative keyword list - Evaluate and make recommendations to landing pages based on keyword level quality score - Integrate dynamic keyword insertion into ad copy to A/B test user and conversion response -Leverage competitive data to build out competitor brand campaigns where appropriate -Leverage analytics to determine keyword performance - Manage bid prices, ad copy, and keyword assortment in relation to performance benchmarks and goals - Conduct monthly meetings and provide monthly reports to review results, upcoming promotions, and future expansion opportunities - Leverage analytics to determine keyword performance - Manage bid prices, ad copy, and keyword assortment in relation to performance benchmarks and goals



Pay-Per-Click (PPC) Results:

In summary, the client's PPC advertising expense to Google AdWords started at \$1,000 and instead of diluting the marketing budget across the different categories of water damage, fire and smoke, or other cleaning services, we decided to concentrate on one area of service: Mold Remediation.

The Google campaign has been rewarding for ECCE Mold Remediation due to a combination of factors. This includes a higher Google bid price (ECCE raised their monthly expense to Google AdWords from \$1,000 to \$5,000 because of the outcome they received from our service) and a strong Click Thru Rate (CTR) of ads served. The CTR for July was 5.39%, August was 5.13% and for September it was 9.16%, which is a tremendous increase.

A CTR of 5% or better is a Top 10% result for all companies advertising on Google AdWords. A CTR of 9% or better is almost unheard of for all companies advertising on Google AdWords, so ECCE Services is in a rarely achieved lofty position. Google rewards ads with a higher bid price and a stronger CTR than other ads by offering them better positions more frequently, and reducing the Cost Per Click (CPC). Therefore, raising their bid price, while maintaining an overall higher CTR than their competitors' ads, was an excellent method for ECCE to gain a competitive advantage.

To request a copy of the PPC report please contact us.

We are pleased to share a testimonial from Barry Lockom – President, East Coast Cleaning Services:

“We have an excellent working relationship with AMMA Marketing. When our website was given a new look and functionality within two months, we generated enough sales to offset the cost of our site development. AMMA is very knowledgeable about the value of marketing with search engines, and that knowledge definitely worked to our advantage. Their SEO and PPC reports are detailed and they come with a narrative that is easy to understand. Moreover, our PPC account has complete transparency to our AdWords account. We pay our advertising dollars directly to Google and not a third-party reseller of Google AdWords. I would recommend them to anyone who wants to market their business and/or sell their products or services via the internet.”



YOU WANT TO DO
PPC
THE RIGHT WAY?



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