

Case Study

C & W Appliance Services

C & W Services, Inc. is a small appliance repair company located in the Dallas/Fort Worth area, specializing in the service and repair of high-end appliance brands, including Sub-Zero, Wolf, Cove, and Scotsman.

+134% Service Requests

+1,011 New Leads in 1 Year



About the Company

The Challenge

Their objective was to enhance their online rankings and lead generation within their existing market, while also expanding into the San Antonio and Austin areas.

Achieving organic rankings among the top three results on the first page of Google was essential for appliance repair services related to their brands in Dallas, Fort worth, Austin, San Antonio, and the surrounding regions.

The previous agency was not delivering the desired results and lacked the capacity to support their growth into new markets.



Customer Testimonial

"Clicta's team helped us prioritize and reorient our marketing strategy to ensure we were maximizing search terms, optimizing keywords and driving traffic to our local business. The team provided helpful check-ins to ensure we allocated our budget appropriately and could help us better compete in the market and serve our customers."

Ben Brinkopf, Chief Executive Officer

The Strategy

Our approach involved conducting a thorough keyword audit to ensure that we were bidding on and ranking for the most effective keywords. This would help maximize revenue while minimizing the cost per click, aligning with the client's goal of achieving the highest

keywords. This would help maximize revenue while minimizing the cost per click, aligning with the client's goal of achieving the highest possible ROI within the desired ad spend.

Key Action Items

We performed a comprehensive keyword audit and analysis to identify which keywords were driving the highest conversions, allowing us to lower the cost per click effectively. Upon selecting the appropriate keywords, our team actively monitored and optimized the account on a daily basis.

The Results

We are pleased to announce that we achieved the client's primary objective by securing top three rankings on the first page for all location-specific keywords. Within just two months, we began to observe an increase in both website traffic and rankings.

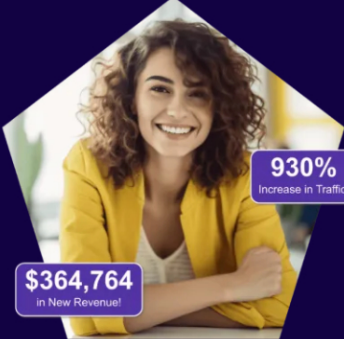
We also made significant progress in user engagement metrics: the bounce rate decreased by an impressive 50%, and the average session duration increased by 71%. Additionally, users have shown a strong appreciation for the content, as evidenced by a 58% rise in page views per session.

Most notably, service requests experienced a remarkable increase of 134%, rising from 386 to a total of 904. Furthermore, "Contact Us" submissions surged by 970%, escalating from 10 to 107. Overall, we successfully generated a total of 1,011 qualified leads, demonstrating a strong return on investment.

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930%
Increase in Traffic!

\$364,764
in New Revenue!



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