

# Sales Growth Case Study: 248% Increase in Sales

## **New Look Collision Center**

See how Yokel Local helped New Look Collision Center increase their yearly sales by over 200% and open 2 new locations.

# Highlights

## CHALLENGES

- Dormant website was failing to generate enough traffic and leads to fuel business growth

## SOLUTIONS

- Local SEO Services
- SEO Services
- Facebook Ads
- Conversion Optimization

## RESULTS

- 248% more revenue
- 3x Traffic Growth
- 51 form leads/month

## OVERVIEW

Mike came to us saying “We’re just not getting any hits to our website.” Mike now happily says, “We’ve just run out of room to put all the cars.” New Look Collision Center provides a needed service that people don’t wake up and just plan to get one day. Understanding the mind of the customer during this stage is a key element in attracting new customers via the web to his company. They’ve been able to grow sales to over \$11 million/year, have now opened 3 additional locations and was named to the Inc. 5000 List of Fastest-Growing Private Companies In America.

## THEIR GOAL

Mike’s goal was to get more business from his website. Admittedly, the site was sitting dormant but he knew there was more that could be done. He had a goal of opening more locations in the Las Vegas Valley, employing more staff and building a bigger business. He knew the value of advertising and marketing but he’d been hit and miss with the web. He also wanted to use social media to help impact his business.

## OUR SOLUTION

The first issue we attacked was the structure of the website. The framework wasn’t working well for customer engagement or the search engines. Next, we made sure his business was accurately showing in the local search ecosystem. We then began researching how his target customer used the web, built content around those search queries to positioning him in front of those key phrases so that he would be found early in the sales cycle. This resulted in growth in organic traffic. We then focused our attention on lead generation and conversion from the new incoming traffic.

# You're ready to grow your business. We here to help you succeed online.

Request a free inbound strategy session with a senior marketing strategist and discover how you can overcome your digital marketing challenges to grow your business.

**REQUEST A STRATEGY SESSION**