

# Case Study: Arizona Faux Beams

## Quick ROI Summary

- First page rankings for highly competitive search terms
- Passed certain competitors with 10x the marketing budget
- Visits from SEO increased by 40%
- Decreased the PPC cost per click by 37%
- Increased click through rates by 76%
- Twice the traffic from referral sites
- Increased Facebook Likes from 0 to 2500
- Doubled the monthly revenue for last 12 months

## Scenario:

Arizona Faux Beams is a leading provider of decorative polyurethane architectural products (also known as faux beams) for homes and commercial spaces. They came to WebStrategies in need of an improved website design and a more effective online marketing program.

## The Website:



The original Faux Beams website was problematic in terms of achieving strong online conversion performance. The site lacked credibility when compared to the competition, the product catalog was poorly organized and the shopping cart/checkout process was not user-friendly. The goal was clear – achieve a significant increase in online sales. In order to achieve that objective a new website with better usability was necessary.

The new website was built on a contemporary content management system with customization of the shopping cart/checkout process. The product catalog was clearly laid out with intuitive navigation and content on the individual product pages was enhanced.

**Scope:**

To tackle these challenges, WebStrategies began a search engine optimization (SEO) campaign to boost rankings for competitive search terms in Google, Bing, and Yahoo. WebStrategies then took AZ Faux Beams' existing pay-per-click (PPC) campaign and enhanced its bidding and keyword targeting to improve performance. A unique outreach program with do-it-yourself bloggers spread Arizona Faux Beam's brand across social media channels while building highly valuable links back to the site. Additionally, WebStrategies implemented a remarketing campaign, showing branded banner ads to visitors after they've left the AZ Faux Beams website. All four campaigns were continuously monitored and evaluated using Google Analytics in order to maximize performance.

**Results:**

WebStrategies successfully ranked 22 key terms on the first page of Google, including several highly competitive terms, in some cases passing competitors with 10x the marketing budget. As a result of the improved search engine rankings, visits from SEO have increased by 40% compared to the beginning of the program. WebStrategies successfully decreased the PPC cost per click by 37% while increasing click through rates by 76%, resulting in more traffic without increasing click budgets. The social media campaigns generated tremendous response in 3 short months, resulting in double the traffic from referral sites and rocketing their Facebook Likes from 0 to 2500. In the last 12 months, the online marketing approach combined with the improved website experience has resulted in double the monthly revenue for Arizona Faux Beams.

**Raving Fans:**

"In our research to update our website we identified three companies that we thought could do the work within our time frame and budget. After interviewing all three and subsequently reviewing their proposals we decided the firm that best understood our needs and had the best strategy for the work was WebStrategies. Their proposal to rebuild the site on another platform that more closely suited our mid-term needs and minimize any possibility of down time due to the rebuild was on target. In hindsight we feel we made the correct decision as our site is much "cleaner" looking and easy to maintain. Their management of our SEO/PPC work has brought us to a ranking of #1 for one of our main keywords, which we didn't expect. Since our main competitor spends approximately 10 times as much on their online advertising, this was a welcome bonus. We thought we would have to settle for #2 at best. They have also taken on our social media campaigns with FaceBook, Twitter & Pintrest. We can highly recommend WSI for their vision, expertise and professionalism." David Ellwanger, Arizona Faux Beams