

Case Study

Client: A Garage Door Services Company
Case Study Term: March 2011 - September 2011

Background

This IMI client is one of the leading garage door services companies in the country. The client engaged IMI to perform a complete diagnostic analysis of their existing online marketing campaigns, and to optimize and improve those efforts. IMI was hired to perform Website Design, Landing Page Design, SEO, and PPC. The website and landing pages are broken down by the company's regional locations, each generating traffic from geo-targeted PPC. This Case Study provides a before and after snapshot of how an improved landing page design drastically increased PPC conversions.

The Challenge

- Cost Per Click avg. \$9.15 with core keywords upwards of \$25.00
- Position between 1 and 2 impact call volume dramatically
- Budgetary constraints for ad visible at #1 all day
- Clicks to call* rates less than 10%
- Call tracking limited on keywords converting to calls

The Goals

- To improve the PPC landing page designs to increase conversions
- The core conversion goal of the PPC campaign was to increase the volume of inbound calls
- Maintain #1 position all day with budget only allowing 5-10 clicks
- Convert over 35% of clicks to call to meet call volume goals
- Design landing page micro site to answer all questions for visitor for all aspects of the garage service industry
- Improve keyword level call tracking
- Maximize CTR's to improve CPC's to gain more clicks for the budget

The Strategy

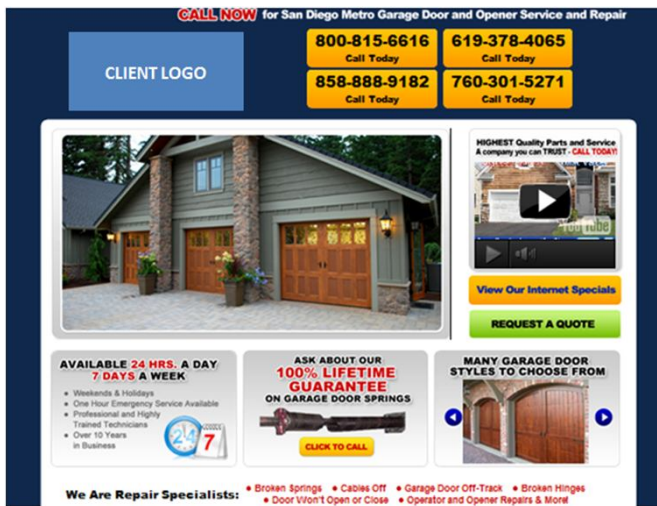
The strategy began with performing in-depth analysis on existing PPC campaigns as well as running heat map testing on current landing pages. IMI's Website Design team worked with the Strategy and SEM teams to develop new landing pages for testing.

Upon launch the SEM team then began closely monitoring CTR's and click to call performance in order to maximize the call volume goals. The following page shows the before and after snapshot of the landing pages.

*This is not true Click to Call functionality



BEFORE



AFTER

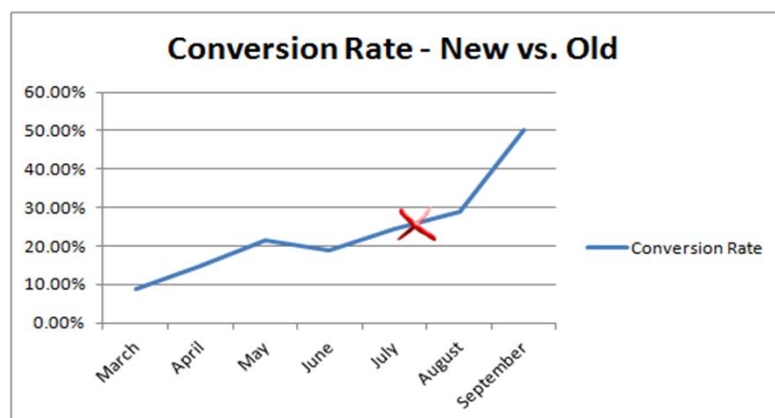


The design and conversion optimization team did the following:

- Changed logo placement and top navigation
- Changed the positioning and layout of the phone numbers
- Made phone numbers larger
- Added more trust factors
- Made overall design & layout improvements

The Results

After 5 ½ months of some success and campaign optimization, the client provided approval to test our ideas on landing page improvements. On July 27th, we pushed our first test live on the San Diego landing page. The first day of operation we saw a 42% conversion rate (17.7% higher than the average conversion rate for the month)! In August we rolled these changes out to the other state PPC micro sites and saw continued amazing results as graphed below:



The "X" marks the approximate date where we changed the page. We were able to get our action rate up to 50.18% for the first 19 days in September and averaged a 28.9% call rate on all pages. The Orange County area performed best with a 62.8% conversion rate!

