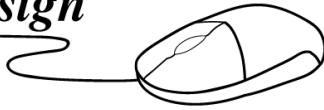


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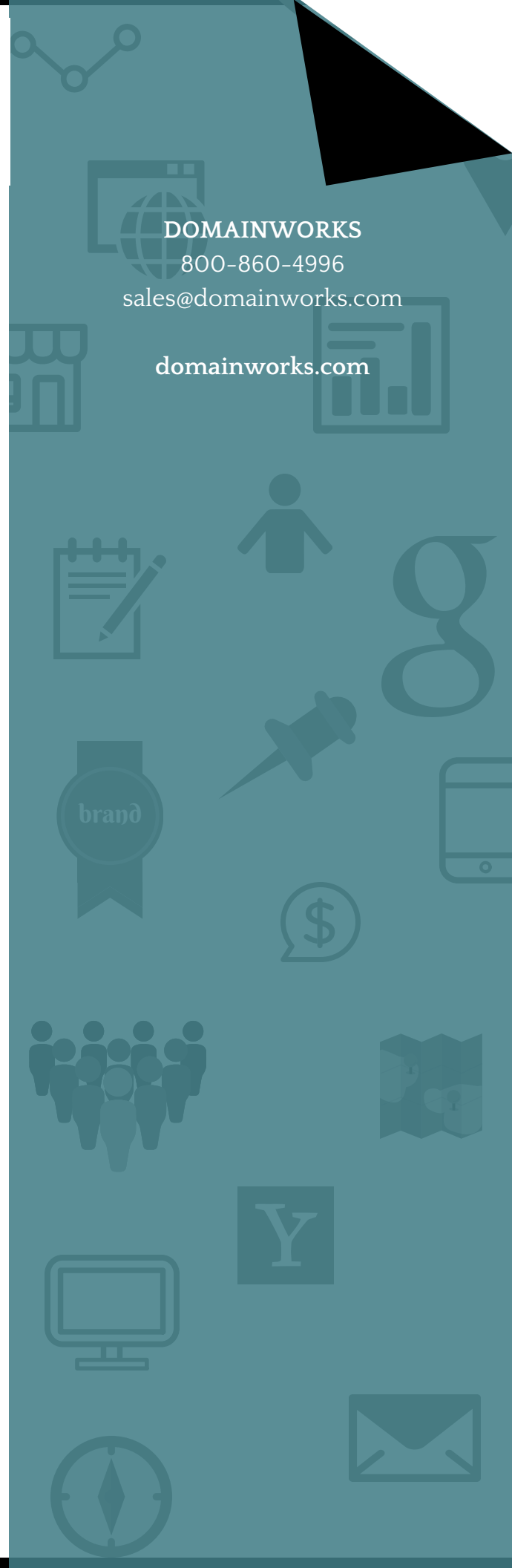
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CASE STUDY

BRANDING AND ONLINE
MARKETING



Our philosophy is that everyday you are presented with countless opportunities to market your company, build your brand, and increase your bottom line. Some of these opportunities cost money while others are free. The first step is to ensure your business has a homogeneous brand and image in order to successfully leverage online marketing and advertising.

Here is a case study of a local company that refinishes hardwood floors. Domainworks built the Barrett Hardwood Floors brand into an online vehicle that produces sales leads every day.



Barrett Hardwood Floors is a hardwood flooring and refinishing company located in Warwick, Rhode Island. Their website is Barrettfloors.com.

Successful Online Presence Begins at the Basics

No matter what type of online marketing you are thinking about, all of it always comes down to the same basic formula:

Impression – Click - Conversion

An “impression” in advertising is a measure of the number of times your ad is seen, whether it is displayed to a consumer in a form of an advertisement, a banner or your website address in a Google search result. Each time an ad is “seen” is considered one impression.

Through the means of online advertising, you are attracting people to “click” on to your website. For those who click, the next step is conversion. Conversion is not always considered making a purchase online, but also includes completing a desired action, whether that is requesting a quote, downloading a app, or filling out an online form.

You cannot get a click without generating an impression, and you cannot get a conversion without inducing the person to click onto your website.

You will probably be shocked at the math. For people that are highly skilled at generating leads from search activity on the internet, their results might look something like this:

2,000 impressions – 80 clicks – 3 conversions

Most companies that provide internet marketing services want you to jump right into expensive “search engine optimization” (SEO) and highly competitive keyword “pay per click” (PPC) to drive leads. These are great tools, and we use them all the time, however

it is really important to get a strong foundation built to be in a better position to convert leads you are already generating.

The reason we are risking boring you to death with this math is to demonstrate why you should focus on “The Low Hanging Fruit” first.

You Only Have One Chance to Make A First Impression

2. Maximizing Your Chances of a Click During the “Impression” Phase of the Formula

A large portion of internet search activity is generated from individuals using search engines to quickly and easily locate companies **they are already familiar with**, or have recently heard about (aka: “Findability”). If you get a lot of business through Word of Mouth, consider this analogy: it’s like online dating; no one is going to set up a date without seeing a photo first to get some impression of what is in store. When people hear about your business through Word of Mouth, one of the common patterns is to Google your company to take a look at your website to learn a little more about you.

There are a variety of ways to improve the consumer experience for these searchers, which will impact the number of people that convert into solid leads and ultimately jobs. Do not underestimate the number of people who find your site via Word of Mouth.

2. You Must Be the Top Dog for Your Own Name

Make it as easy as possible for people, that already know about your business, to find you online! Never discount the number of people who find your site by searching for your own company name. In fact, if your company’s name is not one of the dominate key

words used to find your site, your not doing enough to build your brand. Do a search in Google for your company name, if you do not come up as the first result, that is not good.

When a search is done for your company name, and you don't come up first, there are two reasons that could be the cause:

- 1. Your site is not properly optimized and Google does not judge it worthy enough to be the top entry for your own name.*
- 2. Your competitors are paying for advertising (Pay Per Click) on terms associated with your company name.*

The vast majority of searchers do not understand the separation between PPC and organic sections, and appearing below your competitors for your own name, gives off a negative vibe. It makes you look inferior to other companies that perform the same service. Plus, in the second it takes a prospect to move their eyes down the search results, the urge to click the top listings just out of curiosity is very strong.

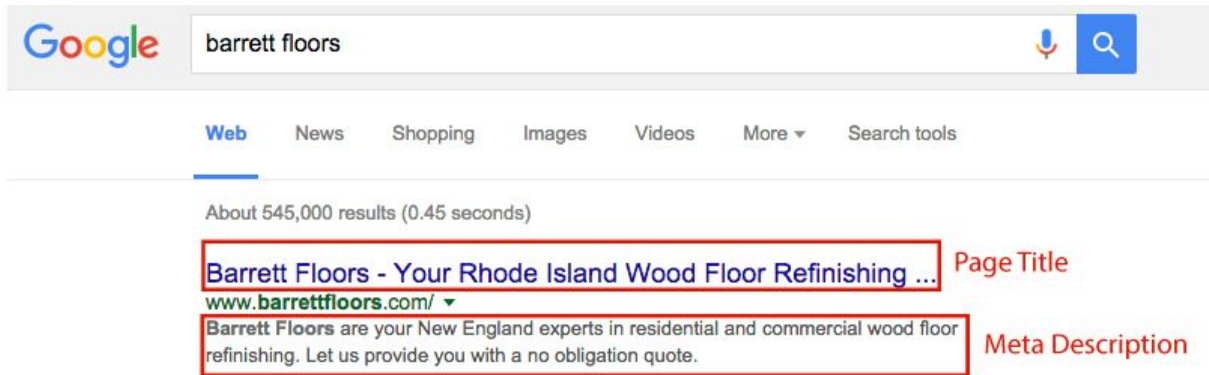
As any business owner knows, the last thing you want when someone is actually looking for you is to push them into another company's arms and start price shopping. When you were first dating your partner, did you go around introducing them to every ripped dude on the beach? Of course not, so don't do that with your hard earned prospects.

3. Maximize the Value of the Google Real Estate

The better the impact you make in the "impression" phase, the more clicks you will get, therefore being able to maximize the Real Estate that Google gives you under the right circumstances in search results.

The two items that are controllable are the Page Title and Meta Description. The Page Title is the purple headline and the Meta Description is the text below your website

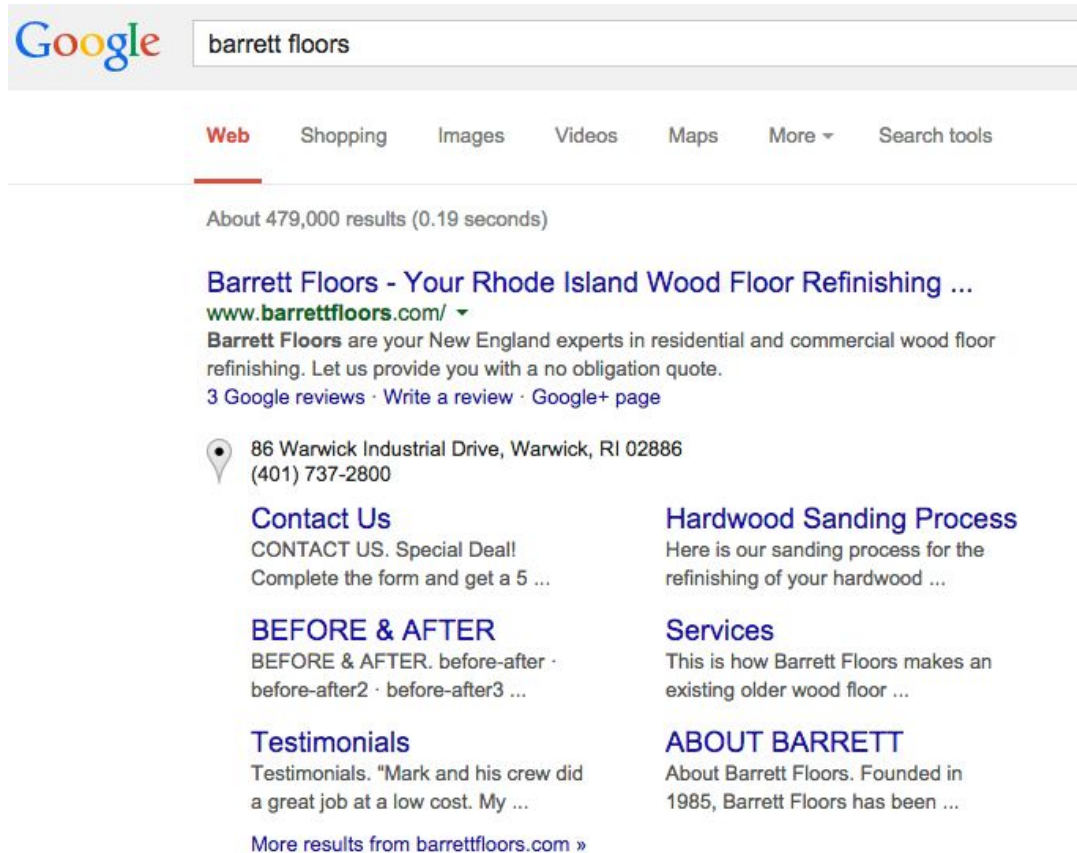
domain name. Every person that finds your site on search results sees it this way. You want to maximize every single bit of space provided in order to get a person to click on to your site, including top keywords and call to action.



4. Increasing The Amount of Real Estate Google Decides to Give You

The more Google thinks of your site the more real estate they are going to give you when people search for your company. What you want to see when searching for your company is as many sitelinks as possible, beyond just the simple Page Title and Meta Description.

Below is an example when searching for the company Barrett Floors. This company is getting the max on what we want, a comprehensive representation of what the site has to offer. If you have ever seen the movie "Jerry McGuire" you could call this "The Kwan."



As you can see from the above example, if someone heard about Barrett Floors and decided to satisfy their curiosity, or needed their phone number, a Google search would return a very strong impression. The title, meta description and site links all play a role in these results.

5. Appearing for Searches in the Google Local Listings

If you have a business that provides goods or services within a defined geographic area then it is an absolute must to leverage Google Local. To the untrained eye (and even to the trained eye!) it is not easy to spot the different ways Google treats a local company versus a national one.

Google will often return a list of local businesses for certain searches. Here is an example of a local listing return for the term “refinishing hardwood floors, RI.”

Google refinishing hardwood floors, RI

Web Videos Maps Shopping Images More Search tools

About 93,900 results (0.34 seconds)

\$99 Room Sale - Hardwood - EmpireToday.com ⓘ
Ad www.empiretoday.com/HardwoodSale
 Hardwood for \$99! Any Room Any Size Excludes Installation & Padding.

Barrett Floors www.barrettfloors.com 3 Google reviews · Google+ page	A 86 Warwick Industrial Drive Warwick, RI (401) 737-2800
Superior Flooring rihardwoodfloorrefinishing.com Google+ page	B Cranston, RI (401) 855-1743
Ace Wood Flooring www.woodfloorsbyace.com 3 Google reviews · Google+ page	C 375 Putnam Pike Smithfield, RI (401) 241-3966
Christian Brothers Hardwood Floors www.cbhardwoodfloors.com 3 Google reviews · Google+ page	D 5 Minnesota Ave Warwick, RI (401) 647-5400
Michael's Hardwood Floors www.michaelswoodfloors.com 1 Google review	E 16 Peach Tree Lane Coventry, RI (401) 258-0805
Eddie's Hardwood Floors eddiesfloors.com 2 Google reviews	F 34 Railroad Row Warwick, RI (401) 823-3783

[Map results for refinishing hardwood floors, RI](#)

If you are a business that provides a service in a defined geographic area, you need to come up in searches that are designed to produce those types of results. The “Impression” phase in search is defined by the number of times your property appears to a searcher. Obviously, the more impressions you can generate, the better your chances are for a click, and the more clicks means more leads.

Here are some defined steps Domainworks can do to increase your Click Through Rate:

1. Ensure that your site is the top listing for all variations of your name.
2. Improve all Page Titles & Meta Descriptions to maximize your message within the allotted character limit.
3. Improve your website's ability to be displayed with full complement of site links.
4. Gain entry into the Google Local Listings and to rank in the local area displayed.

Increase Your Site's Conversion Rate from the Clicks You Get

Getting more visitors to click on to your site when an impression is generated is the first step, after that comes improving the percentage of those clicks into leads. The drop off from visitor to conversion can be as high as 95%. In fact, companies that spend considerable dollars driving traffic to their sites, through means such as PPC campaigns, will work extremely hard just to raise their conversion half a percent.

If you are converting at least 5% that is considered pretty good in the industry. So that means for every 100 people that are interested in your services and come to your site, 95 of them leave and never come back. It is a huge loss, but one that can be improved upon.

There are two major areas where conversion drop off occurs: through an immediate leaving of your site (the dreaded back button) or when the consumer is confronted with the contact form.

1. Make it Easy and Compelling for Visitors to Take an Action and Convert into a Lead.

One of the biggest mistakes people make with websites is having all kinds of different forms all over the site. You want to make it as easy, clear, and compelling as possible to get the visitor to "convert" into an inquiry.

If you want someone to select a particular option or perform a certain action, giving them more choices actually decreases your chances of success. Uniformity and a compelling reason to act are strong keys to increasing conversion.

All sites should offer the a means for the visitor to either call a phone number or visit a physical location, but a completed lead form is superior because now you have all of their contact information and other data stored.

The lead form is critical to conversion success. In fact, we spend more time tweaking lead forms than anything else in our effort to increase conversions. The form has to be appealing - if it is ugly and complicated, it does not put people at ease it will not convert.

For example, here is the form on the Barrett Floors web site.

Special Deal!

Complete the form and get a **5%** discount!!

We honor your privacy!

First Name

Last Name

Phone

Alternate Phone

Best Time to Call

Morning ▾

Address

City

State

Rhode Island ▾

Email address (required)

Zip Code

Services Needed

Repair ▾

of Rooms

When do you want the work done

0-30 Days ▾

2. Decrease the Number of Visitors that Exercise their right to Hit the “Back Button”

The back button is the singular, most destructive enemy to those who work in online marketing. There is really nothing that compares to this obstacle except for the remote control for your TV. If you are like me, I do not watch TV without that baby right in my hand at all times. As soon as an annoying commercial that I have already seen 100 times

comes on, I surf around and catch 5 minutes of a fishing show until I think it is safe to return.

In reality, the back button is worse, as research shows it takes under a second for a visitor to hit it - and when they do, they rarely come back.

When you get that consumer on your site, you want to get across your Problem Solving Message, AKA: "If you want your problem solved, you have come to the right place!" The best way to do that is through immediate visualization.

When you get that visitor to click on to your site the "conversion" part of the formula comes into play. Just contemplate the fact that for every 100 people that come, 95 leave and never return, and if you paid to get those visitors, think what that means for your per lead cost!

**Here are some defined steps Domainworks can do to increase your
Conversion Rate:**

1. Create an appealing lead form that is uniform, collects all pertinent data and is visible at all times.
2. Institute a "hook" to motivate the person to want to fill out the form.
3. Improve your problem solving message through better visualization of the end result.

Design and Implement a Professional Look for all Company Email Correspondence

Email has become the dominant means of communication for both personal and business matters. Done right, every email holds the potential to let people know who you are and what you sell while giving them an immediate means to investigate your company. Whether it is a group email you are sending out to the parents of your child's soccer team or to a prospect who is thinking about waterproofing their basement, that email needs to look professional and radiate your brand.

There are many parts to an email including the domain, how the first name is structured, subject line, signature, link to your website, and the presentation of the contact information. All of these play an important role in how professional it looks and to what degree it may induce an individual to contact you regarding the products you sell.

An email message is often the very first touch you have with a potential new customer and it gives off an impression. Its very much akin to what you wear to an important meeting; ripped T shirt and flip flops versus slacks and a Polo.

Consider these two options

<p>This:</p> <p>- John</p> <p>John Smith, Manager</p> <p>Barrett Floors</p> <p>j.smith@barrettfloors.com</p> 	<p>Vs. this:</p> <p>Joe</p> <p>Joeydude@aol.com</p>
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Here are some defined steps Domainworks can do to improve your email communications:

1. Create a professional looking email that carries your company brand.
2. Employ an email service that improves email as a meaningful business tool for you.

Be Prepared for Spikes in Search Activity for Your Services

Internet search activity is often a dramatic reflection of current events. An example would be a highlighted news story about a negative situation or circumstance that your business' products or services could alleviate - such as a fire or flood that would result the need for home repairs. These events can trigger reactionary behavior. Under this scenario there will be an increase in search activity for generic solutions ,to avoiding or

repairing a home after such a catastrophe, therefore providing results for your company and its services. You want to be positioned to leverage these occurrences before they happen rather than after the fact.

1. You Don't Have to be Using PPC, But Have it Ready.

The dominant means of online advertising is “Pay Per Click” (PPC) which includes the appearance of small ads in search results that are triggered to appear from relevant key work lists that you bid on per click. This type of advertising is effective when allowed the necessary time and effort to do it effectively.

Driving leads from PPC takes time to set up and optimize in order to get to an acceptable cost per lead. If you want to capture a spike in business from a natural occurrence, national event, current trend, or news story, then you need to have a PPC plan already in place and ready to go.

An example of this might be a feature story that appears on the local news about an increase in allergies due to the dust and germs in carpeting, and in some cases where carpeting was the cause of children becoming sick. You can be sure that right after this story airs on the 6:00 p.m. news, there will be a spike in parents searching for information on removing carpet, refinishing hardwoods, or having hardwood floors installed. Since your PPC campaign is already set up and targeted for homeowners looking to switch from carpet to hardwood, when people start searching, they will immediately see your company as a solution.

Perhaps business is going really well and you don't need a surge of new leads. So you keep the PPC turned off, and, if things become a bit slow, it becomes a sure-fire way to grab some of the surge of the local population. One of the real positives about this type of advertising is you can tailor the ads to a certain situation or seasonality in order to present a message that really reflects customer mindset.

Here are some defined steps Domainworks can do to prepare you for a spike in interest.

1. Research and create relevant key word lists reflecting the services you sell.
2. Establish a Google Ad Words campaign for your company.
3. Create a variety of PPC campaigns reflecting your services as a solution to common problems.
4. Build relevant landing pages specific to the various topics you have services for.

Increase Your Brand Awareness to Industry Professionals

This initiative focuses on “industry referrals” such as real estate agents, property managers or contractors who are faced with a situation where bad looking hardwood floors are prohibiting them from completing a sale or a job.

Most professionals frequent websites that offer information, industry developments, ideas, news, and products that are relevant to their job performance. The goal is to increase the number of times these decision makers are exposed to your brand- giving them more opportunities to easily investigate what your company offers and how it may benefit them.

Advertising research has repeatedly shown that “multiple touches” are a critical component to potential prospects recognizing your product as a viable solution to a problem. In addition, the online medium places extreme value on how easily your site can be accessed.

1. You want industry professionals to know you exist and can solve their problems.

Essentially this would be creating clickable banners reflecting your company's brand and getting them placed on web properties that your targeted decision makers frequent.

Examples of Relevant Industry Sites to Get Your Brand On:

- rirealtors.org - "Rhode Island Association of Realtors"
- ribuilders.org - "RI Builders Association"
- ribo.org - "RI Building Owners Association"

Steps Domainworks will take to increase your brand awareness among industry professionals.

1. Research, find, and negotiate advertising rates with appropriate websites.
2. Design, create, and deliver banners to advertising websites according to their specs.
3. Install tracking on the banners to determine effectiveness of the advertising and ROI.

Engage in Repeated Touches with Your Target Audience via Periodic Email Newsletters

Many prospects who investigate services do not end up actually purchasing at the time of initial contact. Sales cycles vary greatly from product to product and the scope of the project and price can often push the decision making to the "back burner." Generally

speaking, something eventually gives and interest is resurrected and purchase research resumes. You want to keep your company in as many minds as you can for as long as you can. This is applicable to both direct consumers and other industry companies who can benefit from your services.

We all get newsletters from various entities and most we immediately delete. However, the return on the cost associated with email marketing is very high relative to other advertising mediums.

Bottom line, email marketing is cost effective and it works.

Steps Domainworks initiate regular company email newsletters.

1. Build and maintain email address database.
2. Design and create email newsletter template.
3. Design and implement tracking for reporting on “open rates” and conversion.
4. Create and implement lead form for the newsletter.
5. Send the newsletter out at agreed upon intervals.

This is a "case example" of the type of basic marketing all businesses should engage in. It is important to note that none of the above entails expensive advertising or other more costly initiatives. This is the just the first few steps to get your business started down a track of online marketing success by focusing on the "low hanging fruit" and creating a professional online presence.

We hope you learned something from our analysis of Barrett Hardwood Flooring! After developing a website and a strategy for this client, Barrett Hardwood Flooring receives many high quality web leads on a weekly basis.

We want great results for your business too.

At the end of the day, you want your company's website and online presence drive leads and make sales. At Domainworks we have over 15 years of proven online marketing expertise with a top priority of increasing your bottom line through a homogeneous marketing and brand strategy.

We are convinced that we can help your business, so contact us and we will give you a **Free Diagnosis of Your Online Presence** - like this one.

[Contact Domainworks online here](#), or give us a call anytime. We look forward to hearing from you!

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