

+130% CONVERSIONS IN 4 YEARS

The Web Guys Case Study

THE COMPANY

Rob Booher started Booher Builders, a residential remodeling company in 2001 in Northwest Indianapolis.

Rob began the business by way of connections he had made in the construction industry with his first sales originating from referrals. After incorporating in 2004 and later opening its first warehouse in Brownsburg in 2013, Booher expanded to a new 6,000 square foot showroom in northwest Indianapolis by 2017. The company currently operates with thirty full-time employees and seventy-five subcontractors with \$5.5 million in kitchen and bath renovation projects per year as compared to roughly \$300,000 in annual revenues back in 2007.



13-YEAR CHANGE IN YEARLY REVENUE FROM
BEFORE THE WEB GUYS UNTIL NOW

\$300K → \$5.5M



"The Web Guys are great people, you know what you are getting, they say what they are going to do and they do it. This work ethic sets them apart from all others."

*Rob Booher, President & CEO,
Booher Remodeling Company*



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THE NEED

When Booher was started, there was not a website or marketing strategy with new sales reliant on strong partnerships with other builders who had punchout, warranty, and miscellaneous projects. **The company experimented with traditional advertising** channels available at the time, including yellow pages and print advertising with limited success.

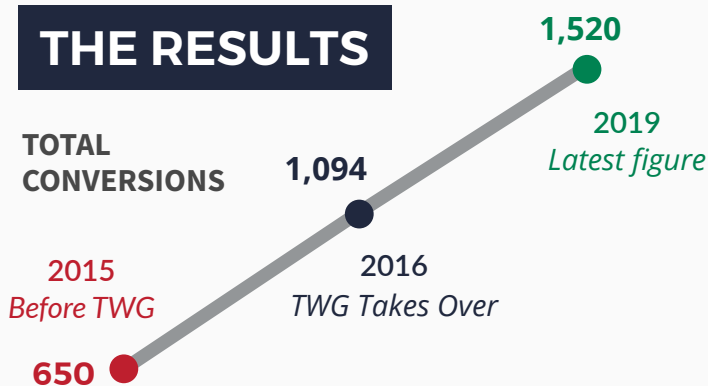
Rob understood the value of internet marketing and was open to exploring digital advertising solutions. In 2006 Rob began investigating internet lead services, like Home Advisor, as a source to generate more leads and higher sales for the company. Online service advertising would only include a phone number or email address to contact the company due to the lack of an online presence via an effective website and supporting digital strategy.

THE SOLUTION

Rob was introduced to The Web Guys by another company already working with the agency. **The Web Guys led Rob and his team through the steps required** to build an effective online strategy by learning about the company's target audience, crafting compelling content, and developing a website focused on converting visitors to sales leads. In 2008 a new website for Booher was launched, the first step in building brand recognition for the company and driving an effective conversion strategy from visitor to potential new customer.

See Page 2 for Full Results →

THE RESULTS



See Page 2 for Full Results →

SOLUTION *(continued)*

As part of the initial launch, The Web Guys provided search engine optimization management services to assist in driving organic traffic to the website from those customers searching online for relevant keywords associated with the remodeling business. Shortly thereafter, an effective Google My Business strategy and a focus on customer reviews were driven by The Web Guys.

Company inclusion in various online directories were keys to driving organic search traffic to the website and developing consumer trust with the Booher brand. Later, pay-per-click advertising and social media management were services offered and managed by The Web Guys with social media playing a vital role in building the brand by way of community involvement and before



and after images of completed projects. In 2018 The Web Guys did a complete rebuild of the Booher Building website in order to further improve the company's growing position in its local markets.

RESULTS *(continued)*

Digital marketing is the top-ranked lead source in the company above other traditional marketing channels, including referrals.

Digital advertising is the top-ranked lead source in the company above other traditional marketing channels like print, radio, trade shows, and referrals.

The company estimates that 75% of its sales are from leads generated from digital advertising based on the combined results of search engine optimization from Google, Bing and Yahoo, pay-per-click advertising, and its combined social media strategy across Facebook, Twitter, Yelp, Houzz, Instagram, and Pinterest.

Visits to the website have not only resulted in increased sales but also improved the company's ability to hire new employees.

- 2015 - Before TWG
- 2016 - TWG Takes Over
- 2019 - Latest Figure

