



▶▶▶ Expert Search Marketing Agency

WEBSITE EFFECTIVENESS CLIENT SUCCESS STORY

B2C Lead Generation Client, Construction

Apogee Search's website effectiveness consulting experts increased conversion rates by 140% for a residential construction company.

Apogee Search
6207 Sheridan Avenue
Suite 200
Austin, Texas 78723
p. 800.984.3041
f. 512.583.4205
www.apogee-search.com



▶▶▶ Expert Search Marketing Agency

B2C Lead Generation Client, Construction

This is a broad overview of an actual website effectiveness client of Apogee Search. While results for this client are typical, due to the many variables involved, similar results are not guaranteed.

THE SITUATION: A company in the construction industry was experiencing low conversion rates on their website. The conversion goal was the completion of a lead form in order to download an informational brochure. The company wanted to expand their business through paid search (PPC) but was experiencing a conversion rate of 1.7% and was concerned that the PPC campaign would not be effective with such a low level of conversion. They requested Apogee Search's expertise in website effectiveness consulting to help them achieve their conversion goals.

CAMPAIGN GOAL:

- To increase conversion rate by a minimum of 50%

PLAN OF ACTION: Before the launch of the client's paid search campaign, Apogee Search designed and created a new landing page according to best practices and past client experiences. The new landing page execution included the client's lead form being repositioned to above the fold, the images were made smaller, the customer testimonial was shortened, and the layout was adjusted to increase effectiveness.

To confirm the success of the new landing page design, Apogee Search tested the original landing page against the new page in Google Website Optimizer. This tool tests different versions of web pages to determine which version has the highest conversion rate. To minimize the length of time needed to test on a relatively low traffic site, Apogee tested only 2 variations in an A/B test in which the "A" page was the original page and "B" page was the newly designed page. Additionally, a pilot PPC campaign was launched to test the effectiveness of paid search for the client's business and to provide traffic for the landing page test.

END RESULT: The new landing page design implemented by Apogee Search increased the client's conversion rate by 140% with 98% certainty per the Google Website Optimizer test. With a new conversion rate of 4.2%, the paid search campaign was now a viable option for the client's business.

SOLUTION SUMMARY

Due to Apogee Search's landing page creation and testing, the client's goal of improving their website's conversion rate by at least 50% was exceeded.

Industry

- ▶ Residential Construction

Challenges

- ▶ Low conversion rate
- ▶ Client concerned that PPC would not be effective due to low conversion rates

Solution

- ▶ Designed and created a new landing page
- ▶ Performed an A/B test utilizing Google Website Optimizer to assess the performance success of the new landing page design

Results

- ▶ Increased conversion rate by 140% from 1.7% to 4.2%

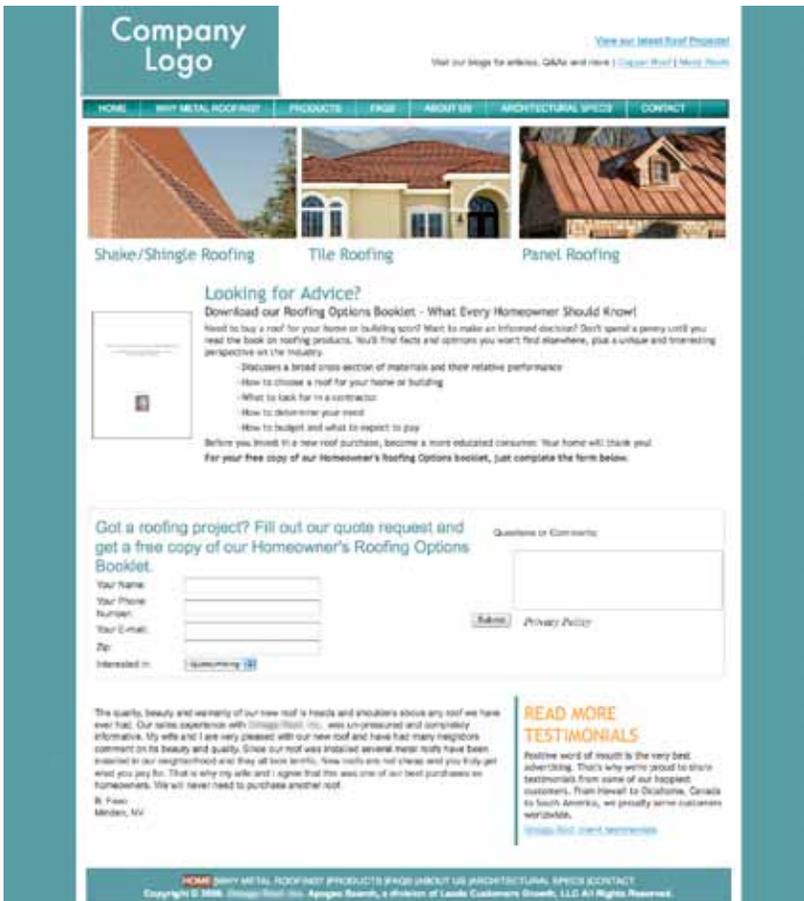
Apogee Search
6207 Sheridan Avenue
Suite 200
Austin, Texas 78723
p. 800.984.3041
f. 512.583.4205
www.apogee-search.com

CLIENT SUCCESS STORY

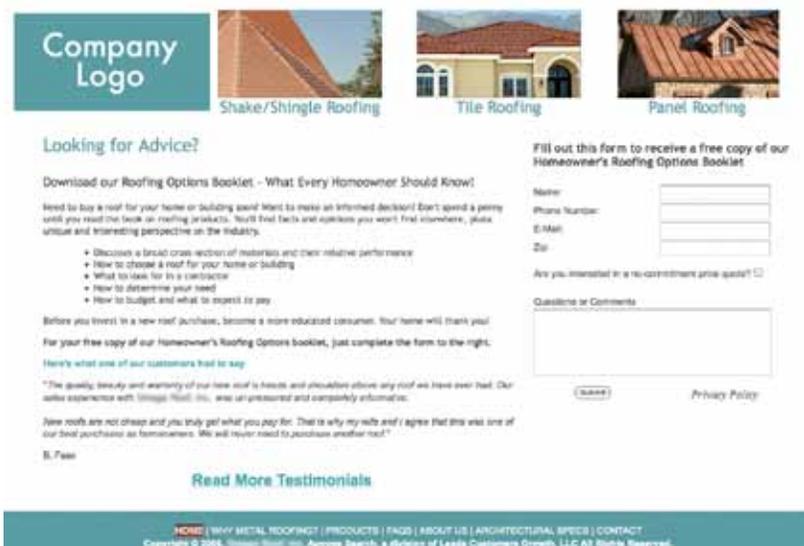


▶▶ Expert Search Marketing Agency

ORIGINAL LANDING PAGE:



WINNING LANDING PAGE:



Apogee Search
6207 Sheridan Avenue
Suite 200
Austin, Texas 78723
p. 800.984.3041
f. 512.583.4205
www.apogee-search.com