

# Case Study #1 – HOMETOWN Plumbing



## Company Objectives

HomeTown Plumbing was looking to increase customers in the Southern California market. They wanted to grow their customer base for plumbing. They implemented a program with 5 keyword phrases for plumbers San Diego, plumbers Oceanside, plumbers Carlsbad, plumbers Temecula, and plumbers Palm Springs. They were looking to find a way to lower their cost per acquisition and we showed them how Search Box Optimization could help them achieve that goal. They were so impressed with Bing, they started a Bing Pay-Per-Click campaign for the first time.

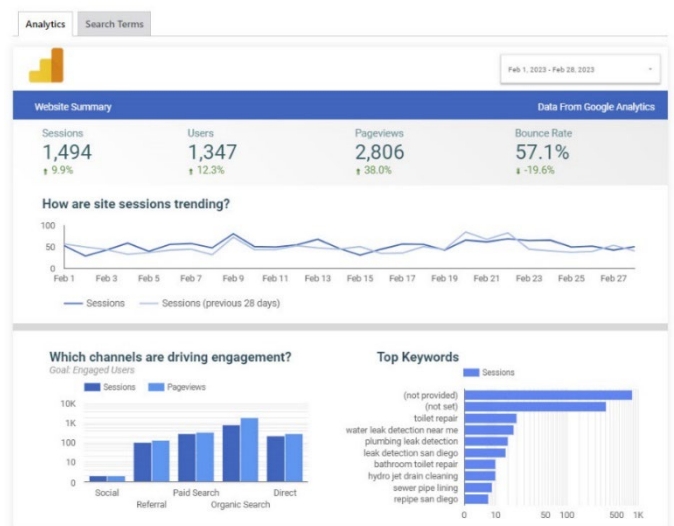
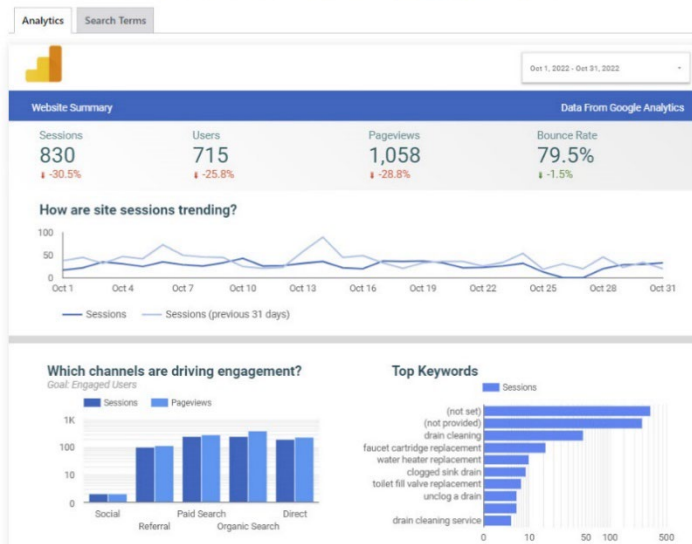
Please review the screenshots below, showing the immediate benefits of Search Box Optimization:

### OCTOBER 2022 TRAFFIC

### FEBRUARY 2023 TRAFFIC

#### Google Analytics

Recent Analytics reported by Google for your website. For greater detail reporting, log into your Google Analytics account, if available.



## You will notice the following increases in traffic:

- Sessions increased 80%, from 830 to 1,494.
- Users increased 88%, from 715 users to 1,347 users.
- Bounce Rate decreased from 79.5% to 57.1%, which means their traffic was much more engaged.

## Here's what the owner of HomeTown Plumbing has to say about SBO:

“Wow, this is cool! I've heard through the grapevine that someone was going to figure this technology out. I'm glad it was you guys. This is the next best thing! Congratulations, thanks for the increase in business!”

CEO of HOMETOWN Plumbing

## Case Study #2 – Junk Valet, Inc.



### Company Objectives

Junk Valet, Inc. was facing a market where a new junk removal company was popping up every week. Robert was looking at the best way to get his customers to see him first without spending too much on PPC campaigns that brought him zero quality leads. He was also starting up a new service in his business for pressure washing. He wanted 4 keywords to include his immediate city, Oceanside, and the larger San Diego area for both “junk removal” and “pressure washer.”

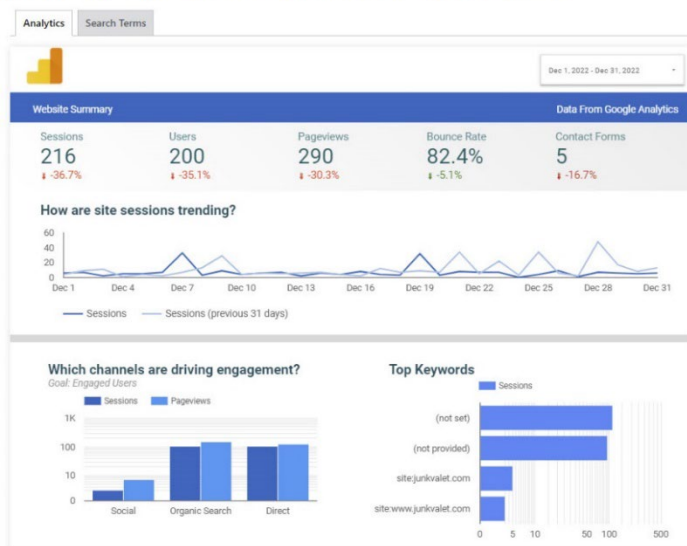
Please review the screenshots below, showing the immediate benefits of Search Box Optimization:

#### DECEMBER 2022 TRAFFIC

#### JANUARY 2023 TRAFFIC

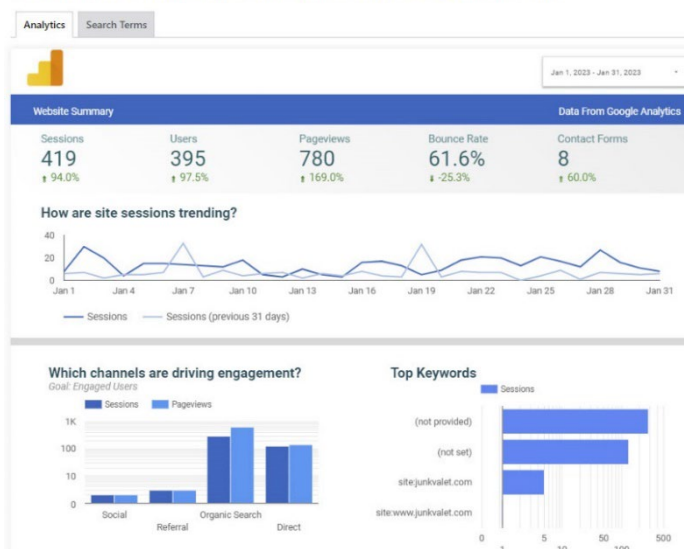
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### You will notice the following increases in traffic:

- Sessions increased 94%, from 216 to 419.
- Users increased 98%, from 200 users to 395 users.
- Bounce Rate decreased from 82.4% to 61.6%, which means their traffic was much more engaged.

### Here's what the owner of Junk Valet, Inc. has to say about SBO:

“ I didn't know how well the SBO autocomplete would work, and since I never considered Bing, I was a sceptic on whether the Bing autocomplete would give me business. Carl showed me my competitors on Bing using the search term “Junk Removal Oceanside”, and I knew I had to have a strong presence on Bing.

We try to source every call to see where the lead came from, and in my five years of business I've never heard anyone say “I saw you on Bing”. In the past few months, with me being in the autocomplete, I have had a bunch of calls say they found me on Bing. I received 8 new jobs the first month on Bing from the autocomplete. I am so excited, and my business has gotten much busier! Thank you, guys!! Now I'm going to start a PPC with Bing.

”  
Robert, CEO and President of Junk Valet, Inc.

# Case Study #3 – Taylor’s Impressive Carpet



## Company Objectives

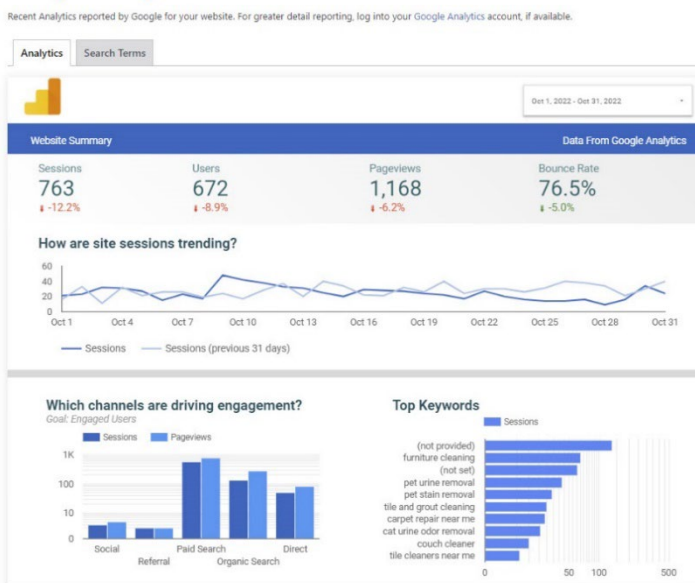
Taylor’s Impressive Carpet is a company always looking for new cutting-edge ways to acquire new customers. They believe that being in front of the technology curve is the best way to grow business and as an early adopter of new technologies, the Search Box Optimization program is right along with their way of thinking. We implemented an SBO campaign for “carpet cleaning Beaumont” and carpet Cleaning Palm Spring.”

Please review the screenshots below, showing the immediate benefits of Search Box Optimization:

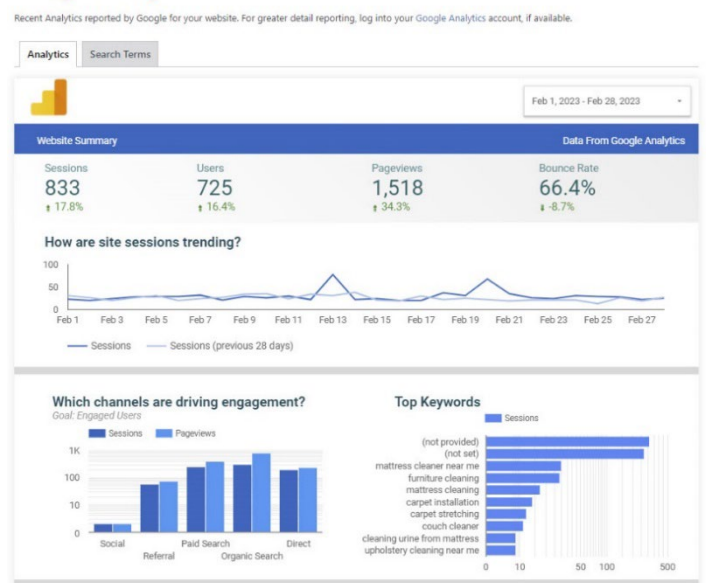
### OCTOBER 2022 TRAFFIC

### FEBRUARY 2023 TRAFFIC

#### Google Analytics



#### Google Analytics



## You will notice the following increases in traffic:

- Sessions increased 9%, from 763 to 833.
- Users increased 8%, from 672 users to 725 users.
- Bounce Rate decreased from 76.5% to 66.4%, which means their traffic was much more engaged.

## Here’s what the owner of Taylor’s Carpet has to say about SBO:

“ We are very thankful that Carl approached us on this program. It changed our mind completely on Bing. Now today we are running a major PPC campaign on Bing because of the number of searches. We are expanding to 40 more areas with SBO.

”  
Owner, Taylor’s Impressive Carpet Care

# Case Study #4 – HOMETOWN Restoration



## Company Objectives

The cost to acquire new customers was getting out of hand and HomeTown Restoration needed to decrease the cost per customer acquisition. The average cost per call on water damage for Local Services Ads had gone up to \$260 and his PPC costs kept increasing also. He jumped at the opportunity to lower his overall marketing costs with a low fixed-local monthly fee with Search Box Optimization. They purchased “water damage” keywords in 5 areas.

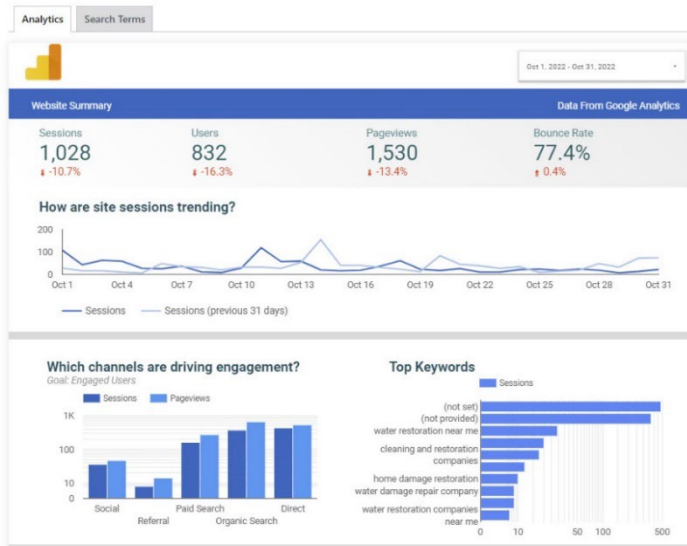
Please review the screenshots below, showing the immediate benefits of Search Box Optimization:

### OCTOBER 2022 TRAFFIC

### FEBRUARY 2023 TRAFFIC

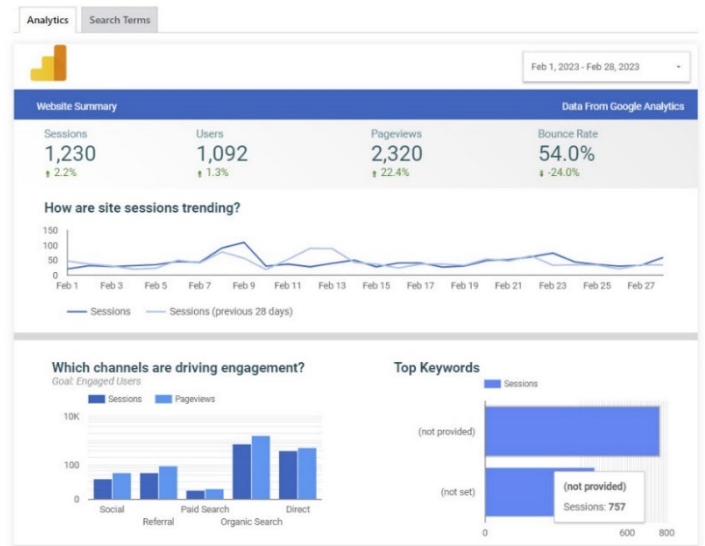
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## You will notice the following increases in traffic:

- Sessions increased 20%, from 1028 to 1,230.
- Users increased 31%, from 200 users to 395 users.
- Bounce Rate decreased from 77.4% to 54.0%, which means their traffic was much more engaged.

## Here's what the owner of HomeTown Restoration has to say about SBO:

“ Search Box Optimization is extremely important for our company because our marketing costs were getting out of control. I started with 5 areas and because of the success of the SBO program, I'm going to expand to more areas.

”  
CEO, HOMETOWN Restoration