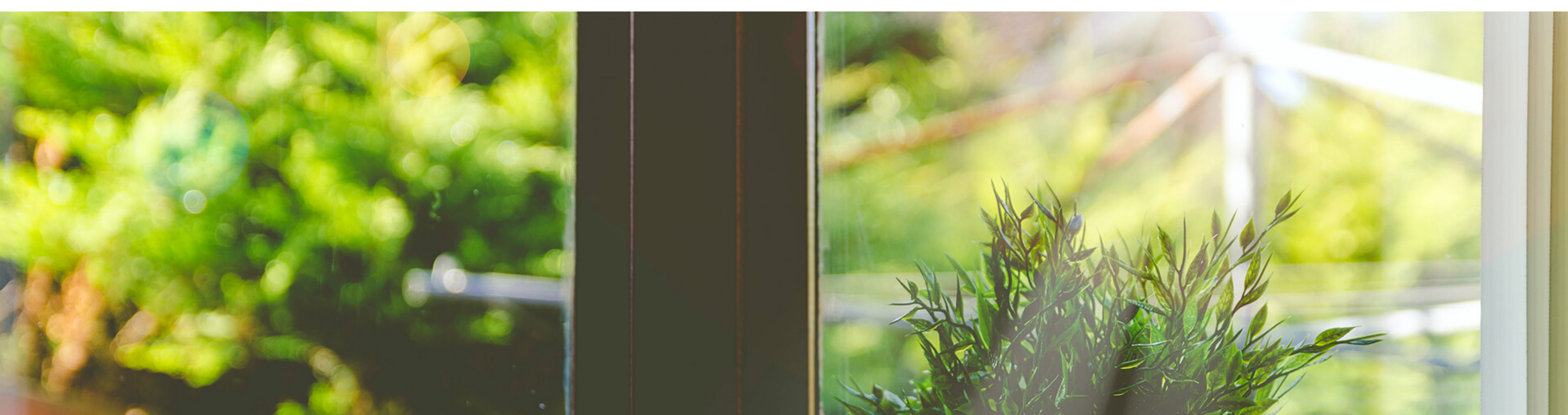


How Window Well Supply Corporation Increased Revenue By 74%



Background

Window Well Supply Corporation is a premier provider for all things window wells and window well covers, with the ability to handle all your needs on any project. They are a professional window well company specializing in building high-quality covers and wells made to fit any window well.

No need to worry about your cover being damaged or broken—each one of their covers is protected by a lifetime warranty. This means it does not matter if your cover has aged, taken hail damage, or rusted—they can get you a replacement if you need it! As a professional window well company, they take pride in their work, providing high-quality window well covers guaranteed to exceed your expectations.

Key Metrics



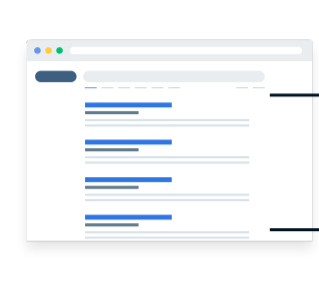
74%

Increase in Revenue



119%

Increase in Return on Paid Search Ad Spend



200%

Increase in First Page Keywords

"We have been working with Logical Position for less than a year and they have already shown us dramatic results. The SEO team has reduced our reliance on pay-per-click campaigns and improved our organic rankings dramatically in a very short period of time. They are extremely responsive, with excellent dashboards and scheduled monthly follow up meetings to verify we are staying on track. I would highly recommend any business to consider Logical Position for their SEO and pay-per-click needs."

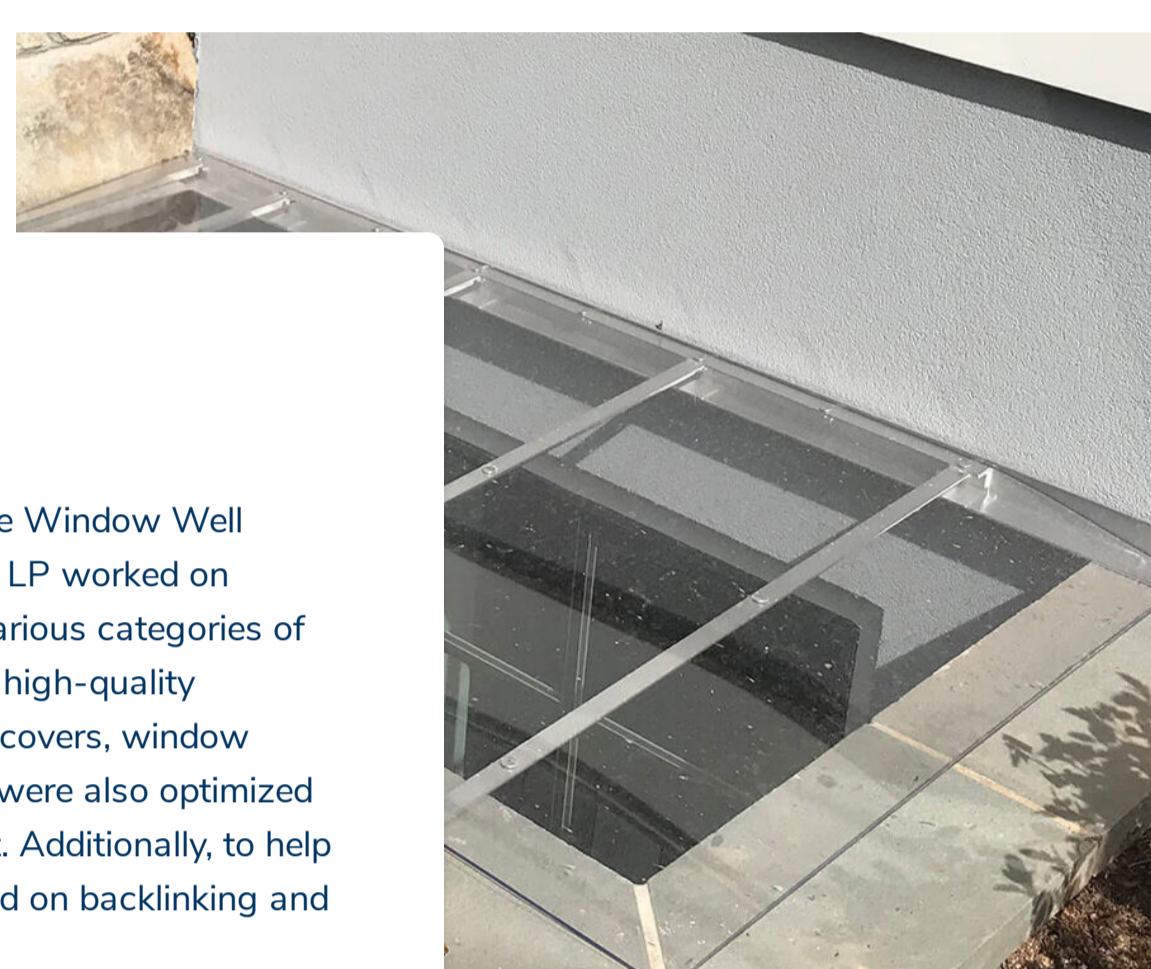
-Bob Jankowski, Owner of Window Well Supply Corporation

Goals

- To increase overall targeted traffic to the site
- To increase brand awareness
- To increase sales and users to their online storefront
- To track and have the ability to accurately report performance
- Track online sales and revenue more effectively
- To implement Google Shopping ads

SEO Approach

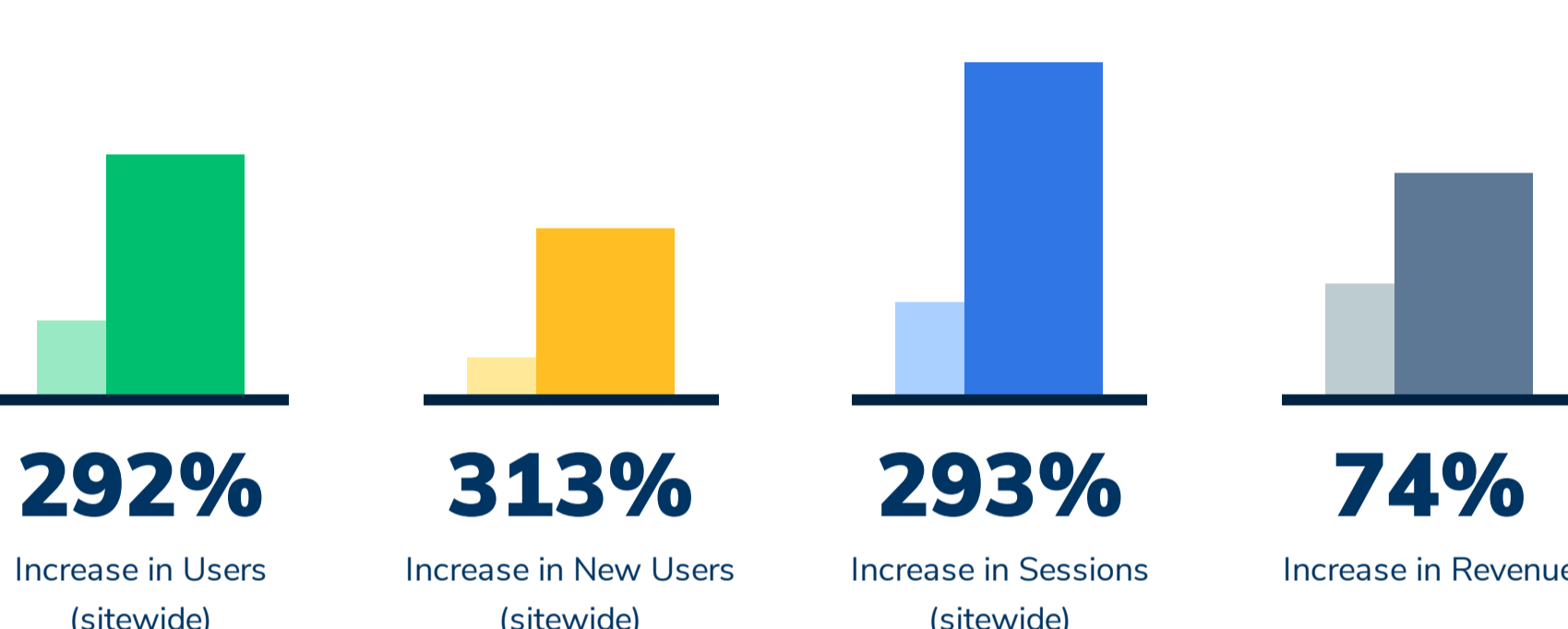
As a new company, Logical Position wanted to give Window Well Supply a strong starting point within their industry. LP worked on providing them with fresh, unique content for the various categories of window well products they provide supported with high-quality keywords. Certain products including window well covers, window wells, window well liners, and even egress ladders were also optimized overtime to ensure that every selling point was met. Additionally, to help establish the site's domain authority, LP also worked on backlinking and blogging efforts on a monthly basis.



SEO Results

In March 2020, Window Well Supply Corporation partnered with Logical Position for a National – Intermediate SEO campaign package. Since working together, Window Well Supply has experienced incredible growth in numerous areas. Logical Position was able to maintain existing organic rankings and traffic and continued to help Window Well Supply grow their online presence within a few short months.

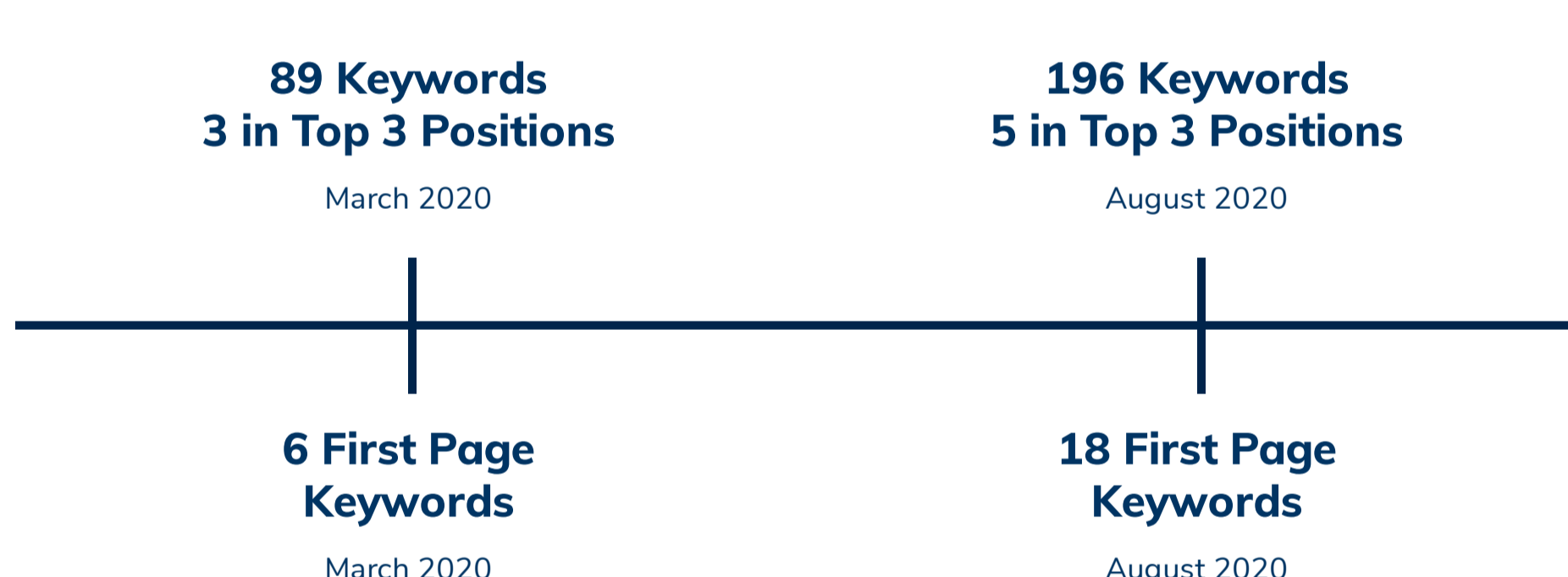
Due to Logical Position's efforts, comparing the start of their partnership to August 2020, Window Well Supply's keywords have grown 120% (89 to 196). When comparing first page keywords, there was an increase of 200% from March 2020 with 6 keywords to August 2020 with 18 keywords.



Based on Google Analytics' data, the site's overall organic traffic improved significantly from March 2020 to August 2020. Window Well Supply saw a 292% increase of users to their site (358 to 1,408), a 313% increase in new users (247 to 1,021), a 293% increase in sessions (437 to 1,718), and an increase in revenue of 74%.

The key to SEO is longevity, and Window Well Supply has seen outstanding growth in just a few short months. With the help of LP, they are sure to continue to grow and succeed as the market leader within their industry.

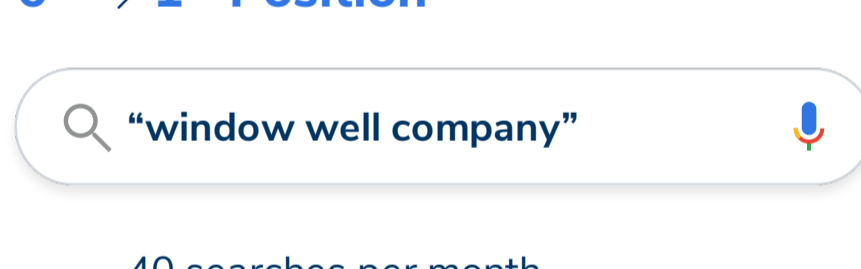
Keywords



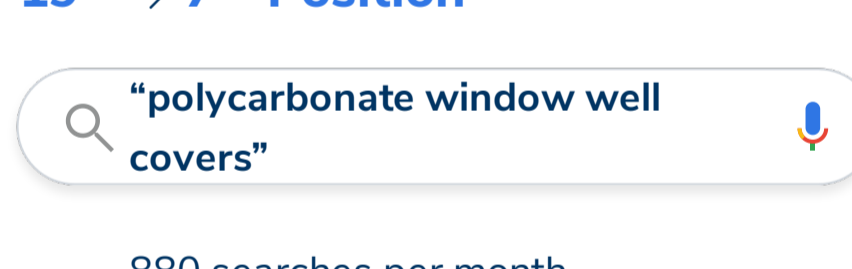
Targeted Keywords

From March 2020 to August 2020

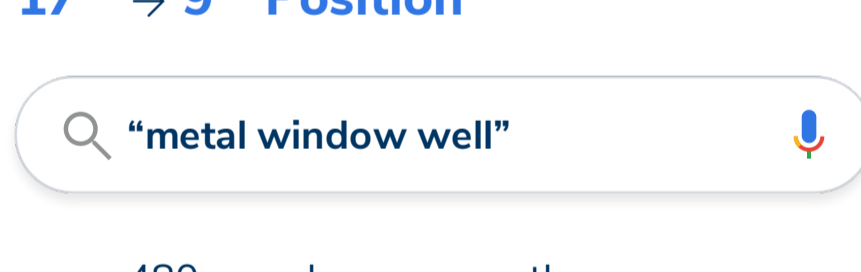
6th → 1st Position



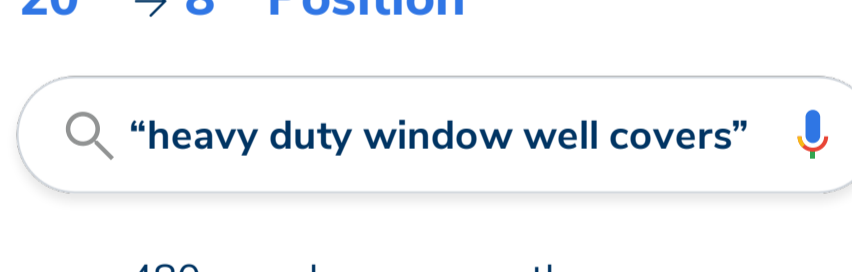
19th → 7th Position



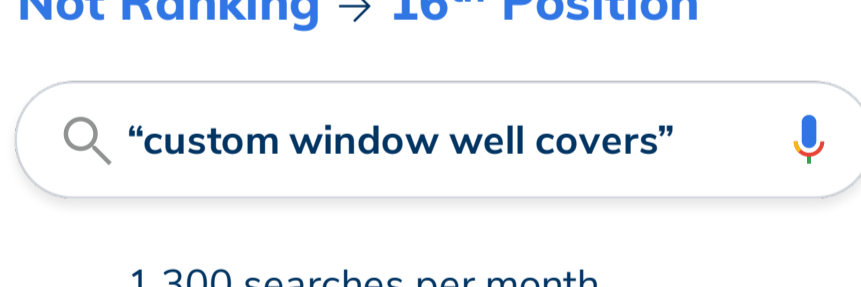
17th → 9th Position



20th → 8th Position



Not Ranking → 16th Position

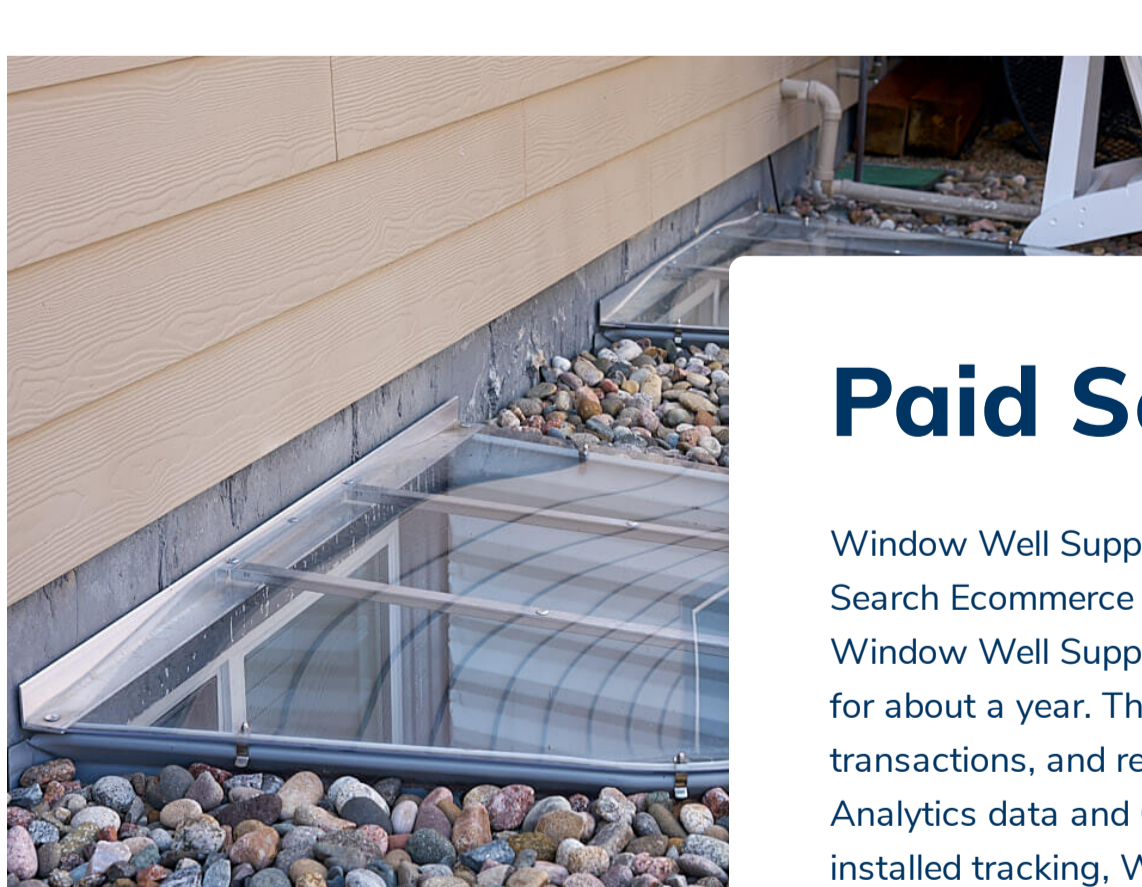


Paid Search Approach

Initially, Logical Position decided to build out a general search campaign using some top keywords from Window Well Supply's account. LP did not want to build out too many search ads, since the focus was integrating Google Shopping ads; however, new-to-shopping accounts tend to take some time to fully ramp up on shopping. By utilizing search along with shopping, this also gave Window Well Supply more visibility and market share. It was important for Window Well Supply to dominate their market!

Next, LP supplemented the account with Dynamic Search Ads, a campaign to protect the brand name, and a remarketing campaign to ensure that Window Well Supply would show up in the results for users who are familiar with the site and products. For shopping, LP segmented their campaigns by product type. LP felt that the intent behind separating the product types would be effective, and thus, there would be full control over budget allocation to the different types.

LP also wanted to ensure that there was as much accurate conversion tracking as possible. This would call for tracking sales and revenue numbers, but Window Well Supply had also mentioned receiving filled out quote forms and phone calls made directly from the site. LP enlisted its code team to help set up form tracking on the different steps of the quote form and chose to utilize a free, 200-minute limit CallRail call tracking platform to accurately track phone calls from the site.



Paid Search Results

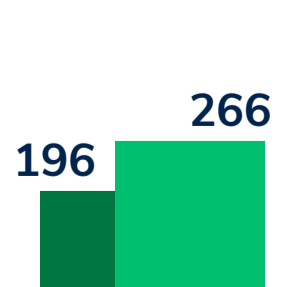
Window Well Supply Corporation hired Logical Position for a Paid Search Ecommerce – Standard package in July 2019. Before LP, Window Well Supply outsourced their account to a third-party marketer for about a year. The previous marketer did not install proper conversion, transactions, and revenue tracking, and they were not utilizing Google Analytics data and Google Shopping. Once LP took over and properly installed tracking, Window Well Supply had access to a lot more data than they did in the past.

Due to the success of the ads, in September 2019, the client's total sales for the previous year (since he had launched his website) were at \$100,000, with \$50,000 of that coming from LP's efforts during the first two weeks! After two weeks of having the tracking installed, Window Well Supply had received 90 phone calls and was over the 200-minute limit, so they happily agreed to the paid version of CallRail. This allowed LP to see more data behind the calls, and thus, optimize the account more efficiently.

Due to COVID-19, Logical Position proposed the strategy of Window Well Supply increasing its Google Ads spend. Window Well Supply decided to increase their budget for Google Ads by 57% from February 2020 to March 2020. This approach led to a tremendous amount of growth for Window Well Supply that they were able to decrease their ads spend budget in August 2020, and their business continued to grow—it increased revenue over 59%. In addition to revenue, Window Well Supply's conversion rates increased by 36% (196 to 266) and ROAS increased by 119% (1.68 to 3.68).

Analytics

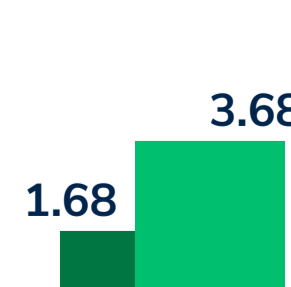
March 2020 August 2020



Increase in Conversions

59%

Increase in Revenue



Increase in ROAS

13%

Increase in Number of Clicks

Ready to Find Out What Makes Us Different?



GET STARTED NOW

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