

# TRAFFICTEK

Clean Up On New Customers Online With TrafficTek

## The Client

The advertiser used in this case study is a leading Atlanta carpet cleaning company that specializes in carpet and upholstery cleaning services.

*"TrafficTek is the most effective and most measurable form of advertising. I would recommend TrafficTek to any business owner. TrafficTek is driving almost 35% of all my service calls."* - Owner, Carpet Cleaning Business

## The Problem

This business owner had a website but could not be found with simple search terms that were extremely relevant to his business.



## The Solution

TrafficTek placed this Atlanta carpet cleaning company on the Google, Yahoo, AOL, MSN search engines and the SuperPages Internet Yellow Pages with prominent exposure for search terms pertaining to their carpet cleaning services. For example, TrafficTek bid on the keywords "Atlanta carpet cleaner", "carpet cleaning", and "carpet steamer", as well as hundreds of other keywords so the business would be displayed to people in (or inquiring about services in) the Atlanta area. Most importantly, TrafficTek tracked the success of the campaign including phone calls, e-mails, and online service inquiries that resulted specifically from the online ad placement in an easy to read report. TrafficTek's patent-pending tracking system required no modification to the Carpet Cleaning Company's website or phone system.

## The Result

The advertiser has **invested a total of \$2,644** over a period of 6 months. The client has received **1,713 unique visits** to their site and over **493 phone calls**. According to the business owner, "50% of the time my phone rings it is a sale." Now the business owner has a way to promote his business (and brand) directly on the search engines, resulting in a high-volume of immediate sales, and decreasing his dependency on buying internet leads from lead generation companies.

Campaign #1		Campaign #2		Campaign #3	
Maximum Budget	\$500	Maximum Budget	\$600	Maximum Budget	\$1000
# of Visits to Web site	355	# of Visits to Web site	397	# of Visits to Web site	632
Cost Per Site Visit	\$1.41	Cost Per Site Visit	\$1.51	Cost Per Site Visit	\$1.58
# of Tracked Ph. Calls	89	# of Tracked Ph. Calls	110	# of Tracked Ph. Calls	166
# of Online Inquiries	38	# of Online Inquiries	62	# of Online Inquiries	102
<b>Cost Per Lead</b>	<b>\$3.94</b>	<b>Cost Per Lead</b>	<b>\$3.49</b>	<b>Cost Per Lead</b>	<b>\$3.73</b>

This case study profiles one of hundreds of small business in the home improvement/home services industry advertising online through TrafficTek.

For additional information, please contact:

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