

Conrad's Big C Electric

Case Study: Search Engine Marketing

Overview

Conrad's Big "C" Electric, a Black Hills provider of electrical work for residential, commercial, and industrial projects, came to Midwest Marketing in hopes of driving more Google search traffic to calling them vs. their competitors.

Challenge

Conrad's Big "C" Electric did not have its own website or Google My Business listing, and the only online content for their services was a landing page on the Conrad's Big "C" Signs website. When searches were conducted for relevant search terms, either Conrad's Big "C" Signs did not show up at all or their landing page appeared in the results, which did not include a click-to-call to contact Conrad's Big "C" Electric directly.

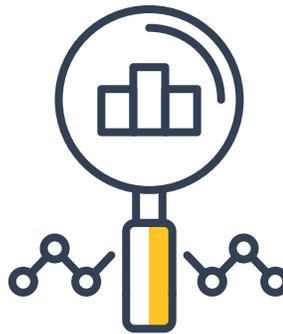
Process

Our digital marketing and website development teams went to work, first claiming the Conrad's Big "C" Electric Google My Business listing, then building a website that showcases their services and directs people to call their locations.

With the landing page on the Conrad's Signs website having gained organic footing in search engines over the years, and local competition high, it was taking a while for the Conrad's Big "C" Electric website to show up on the first page of search results. The solution? A Google Search campaign to boost Conrad's Big "C" Electric's visibility and drive traffic to their website, which ran for the course of four months.

RESULTS:

The Google Search Campaign allowed Conrad's Big "C" Electric to show up prominently in relevant searches 3,868 times in four months. The click-through rate (CTR) for the campaign was 210% higher than similar campaigns. Phone calls were tracked as conversions, and the campaign had an overall conversion rate of 69%, which is 1947% higher than similar campaigns.



3,868
Relevant Searches



210%
Higher Click Through Rate



1947%
Higher Overall
Conversion Rate

125 Main St, Rapid City | 605.716.5666 | MidwestMarketingLLC.com

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LET'S WORK TOGETHER

Dawn Claymore

President/CEO

dawn@mwmsd.com

605.716.5666

