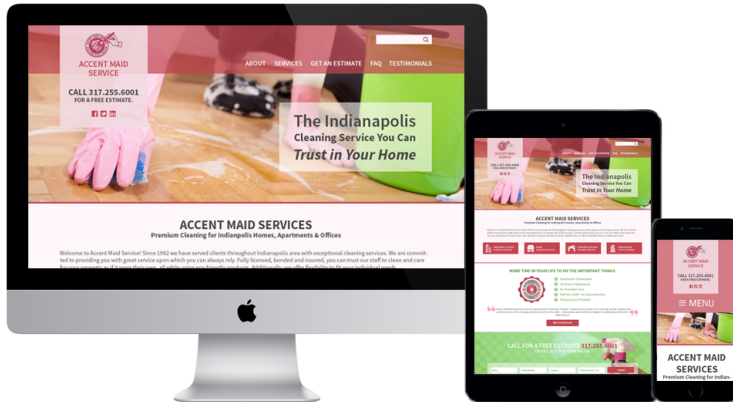




Brand Leadership, Lead Generation and Digital Marketing Cost Reduction

Website & Digital Marketing Drive Credibility & Visibility



The Local Maid Service has 30 years of experience in the cleaning industry. They understand the importance of reliable, trust-worthy services, hiring only the highest quality cleaning specialists that are committed to providing the best results. Accent Maid specializes in home, condo, and apartment cleaning, with clients that have been with them since their beginning in 1982. In addition to their house cleaning services, They also provides commercial office cleaning, as well as corporate house cleaning (corporate owned condos, apartments and houses).

The client approached Digital Papercuts to evaluate their overall digital marketing plan, which included a bundled monthly package of website hosting, Pay-Per-Click advertising, and advertising in an online directory, all provided by a vendor moving from their traditional paper based business to digital media.

The Challenge

They were spending a very large sum and a significant amount of their overall budget on digital marketing, yet the initiatives were not creating significant leads, or driving business results. Additionally, the way their former vendor's programs were packaged made it very difficult to evaluate which components of their digital marketing had the best ROI. Finally, the website was somewhat of an afterthought: it was low end and didn't shine a positive light on the brand and was not developed with search engine optimization in mind. In other words, they were spending a lot, but with little return for their investment.



The Client

L Local Maid Service



Industry

Cleaning Service



The Challenge

Improve branding, visibility, and leads to support sales growth while reducing costs



The Solution

Create an effective web presence with features to improve credibility and visibility, as well as an ongoing content and social marketing plan



The Results

Significant increases in traffic, Google rankings for targeting keywords, and increased leads

After meeting with the owner, Digital Papercuts was able to evaluate the effectiveness of the organization's marketing initiatives, and recommend a new approach that they believed would dramatically reduce their monthly spend, while also improving the company's brand perception and visibility.

The Plan – Creating a Marketing Hub

After spending time reviewing the details of their old program and its results, and working with them, we quickly developed a core strategy. The first step was to drop online advertising for the time being because of low search volume for their keywords and sponsorships and to make that a seasonal component, as they were very costly and had a very low ROI.

The second step was to redesign and develop the company website. Their website is the face of their company, yet it wasn't supporting their growth and communicating their leadership in the Indianapolis professional home cleaning market. In fact, it may have been hurting their credibility. Our plan was to turn the website into a marketing hub, so that it connected, one way or another, with all of their other digital marketing initiatives. It would become the foundation for their marketing success, with traffic (conversions) being driven to the website or from the website, depending on individual tactics. By developing a robust, effective website, we could enhance their long-term brand perception, while also building a more cost-effective pipeline of leads.

The Solution – Building the Foundation & More

Working with them, we identified the main objectives for their new website:

- Design a modern, professional site to reflect the experience and trustworthiness of their company with over 33 years of experience
- Develop a site that is very user friendly regardless of device (mobile friendly and responsive)
- Break out their services to highlight expertise in specific segments: home cleaning, apartment and condo cleaning, small office cleaning, and corporate housing cleaning services
- Improve the website's search engine optimization (SEO) foundation to increase visibility (traffic) and generate more leads

Our plan was straightforward - create a web presence as impressive as the company itself with features to improve their credibility and ability to convert visitors into clients. But in addition, we needed the site and broader strategy to support their digital marketing growth. The site couldn't be static, it needed to be easy to update and designed to incorporate an ongoing content marketing strategy for the organization. Our focus would be on the new House Cleaning Tips and Insights Blog, providing clients and prospects with value added and useful information. Finally, Digital Papercuts assisted them in building their social presence through Google+, LinkedIn, and Facebook to support brand recognition and visibility alike.

Results

They have been delighted with the new site, receiving extremely positive feedback from customers and prospects alike. But they are even more excited about the positive analytics results and the increase in Google & Bing keyword rankings and the increase in website leads.

Search Engine Optimization Results

In just 6 months the site had dramatic improvements for targeted keywords on Google & Bing:

- Increase from 16 to 55 Top 10 Ranked Keywords (244% Increase)
- Increase from 1 to 21 Top 3 Ranked Keywords (2000% increase)
- Increase from 0 to 10 Keywords Ranked #1

Website Traffic & Leads

- 56% increase in website visits, with most traffic coming from organic search
- 120% increase in monthly website leads

Cost Reduction

- Reduced overall digital spend (website, content creation, online advertising & PPC) by 81.5% while still increasing overall monthly leads

"I have worked with Digital Papercuts since last summer putting together a new website, new email and social media. The staff has been great to work with and I would recommend them to anyone who is looking for a reliable and professional company. I also love that they are local, which is very important to me."

Mary Horne Owner