

Century Plumbing & Heating

Case Study

Summary

Century Plumbing & Heating is a small company based in Sherwood Park, Alberta, Canada that employs a team of about 20 journeyman plumbers, heating specialists, electricians and carpenters. They service residential and commercial buildings by performing one-time installs or repairs, as well as offering monthly maintenance packages.

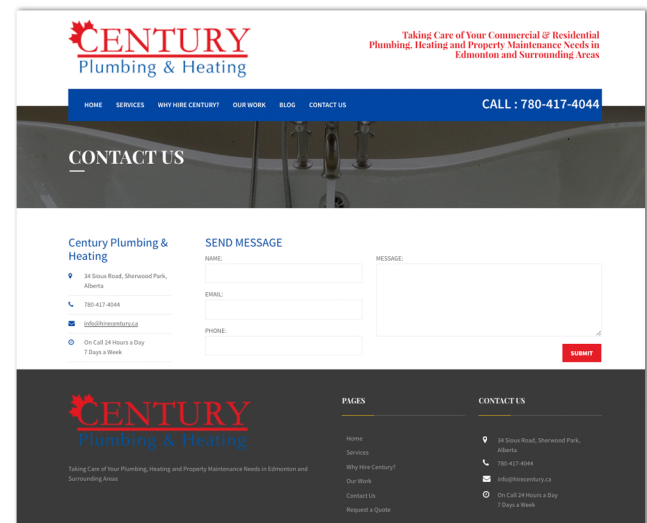
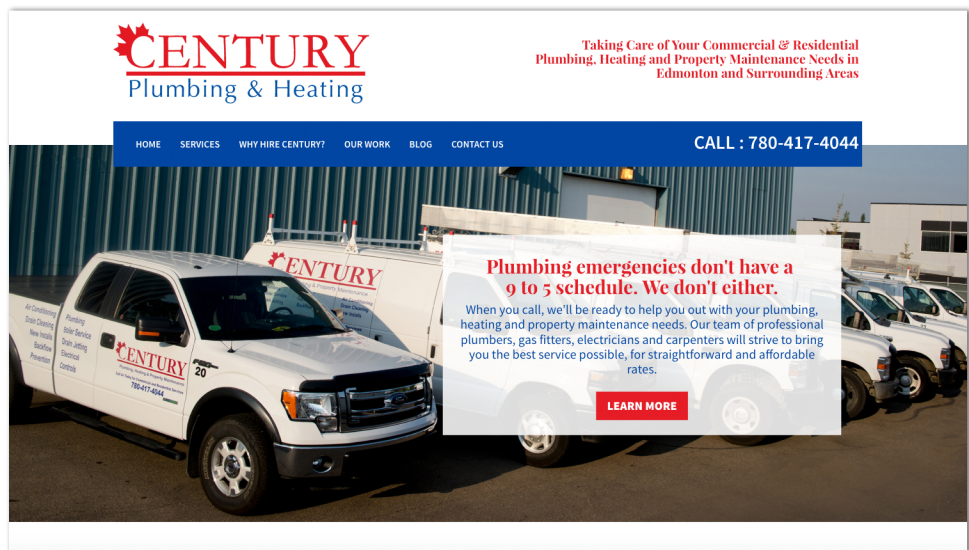
When I began working with Century Plumbing & Heating the website they were working with was out of date and did not reflect their level of professionalism and size of company. As they wanted to achieve better ratings on search engines and acquire more customers online, we needed to start at the beginning.

I created a better online presence for them by:

- Creating an HTML/CSS based site that would reflect their level of professionalism and make it easy for prospective customers to contact them.
- Creating new, engaging copy that is keyword heavy.
- Making sure all pages on the new site were optimized for search engines by performing market and keyword research on their competitors.
- Updating their listings on the YellowPages and other directories.
- Updating their Google Listing.
- Creating a blog to post about their products and services.

As a result of these efforts Century Plumbing & Heating:

- Now ranks on the first page of google on 50+ relevant search terms.
- Acquires most of it's new clients through their website via a contact form or a phone call.
- has 700% more site visits than they did with the old site.



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