

CASE STUDY

# Texas Professional Painting

8% conversion rate increase in AdWords



*A fresh coat of beautiful every time.*

8%

**7%**

Increase in Search Visibility

## THE COMPANY

Texas Professional Painting provides interior and exterior painting services to San Antonio-area homes and businesses. Rated five stars on Google, TPP has built a reputation on quality workmanship and professionalism. In addition to their core services, they also offer green painting solutions and donate a portion of every job to Christus Santa Rosa Children's Hospital.

## THE GOAL

Texas Professional Painting first approached Leadhub in May 2015 to maximize their online presence. By better leveraging their website and optimizing their listings on directories like Google My Business, the hope was to increase the amount of phone calls and online contact forms so that they always had a full queue of paint jobs.

## THE WORK

Leadhub first laid the groundwork with a full citation sweep, listing the company in the leading local directories for home services. Meanwhile, an entire website rewrite ensured that content was optimized for search engines. Content marketing in channels such as Angie's List boosted their ranking power, increasing Domain Authority by 7 points. Finally, an AdWords campaign was set-up to bolster existing organic SEO efforts.

### SERVICES PROVIDED

Pay Per Click Advertising

Search Engine Optimization