

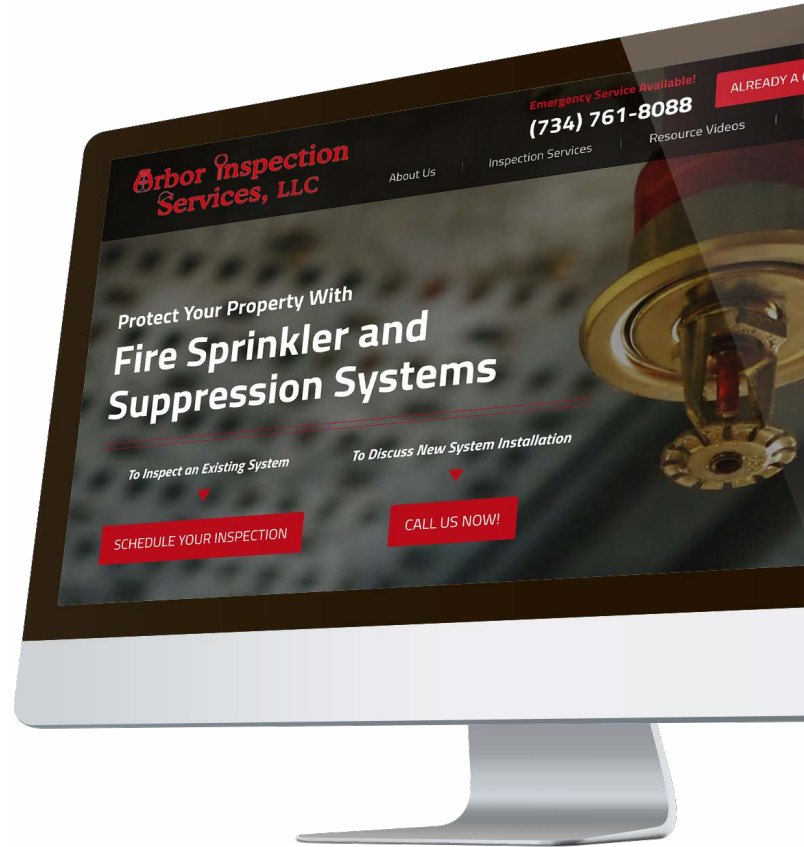
CASE STUDY

Arbor Inspection Services

We Nearly Doubled Revenue and Slashed Acquisition Costs with HLM!

“I met with HLM and never looked back. They took care of us from the start, and I could not be happier with the results.”

— Scott Wyn, General Manager



“Lack of Visibility Was Burning Our Business”

In fact, the only visibility they had online was Google business listing with 2 reviews. They needed a digital partner they could trust to develop a brand, website, and SEO strategy to help them reach more property owners and grow their business online.

KEY METRICS

54%
Increased Year-Over-Year Traffic

20%
Increased Month-Over-Month Mobile Calls

-  **INDUSTRY**
Commercial Construction
-  **BUSINESS TYPE**
Single Location
-  **LOCATION**
Ann Arbor, MI
-  **HLM SERVICES**
 - HLM Performance
 - SEO Silver
 - Core70

Scott came to HLM with a Google business listing and 2 reviews. He never imagined all business they were missing by relying on word of mouth.

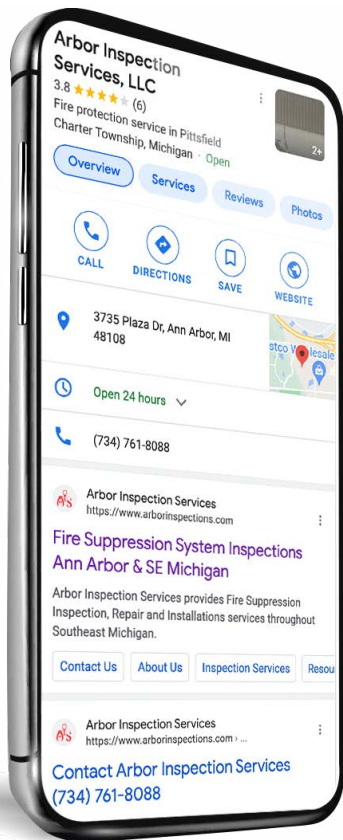
Unleash Your Online Potential!

Nobody knows your business better than you and not many agencies know the home services industry better than HLM.

Join the over 2,000 local businesses accelerating their growth with the strategies, tools, and technology, only available from HLM

Google
4.9 ★★★★★

facebook
★★★★★



Trusting HLM to Build a Strong Digital Foundation

With HLM, Scott quickly understood the relationship between a professional web design with original content, a fully optimized Google Business Profile, and online lead generation. Our digital strategists designed a strategy that increased local online visibility and created an exceptional website experience that made it easy for property owners and managers to retain Arbor Inspection Services for their fire sprinkler inspections.

Fully Optimized, Professionally Branded Website

Focus on value, branding, and customer experience. Arbor Inspection Services needed a website experience representative of their expertise, authority, and excellent reputation in the community. It also required the full optimization capabilities only HLM's Footprint™ CMS can offer. Our experienced content team created a clean, professional website and user experience that streamlined the journey from researching inspection services to becoming a customer. With a fast, new website, Arbor Inspection Services can reach new customers and meet its goals month-after-month.

Local SEO & Google Business Optimization

Focus on trust, visibility, and territory expansion. Arbor Inspection Services is located in Ann Arbor, MI. They had no online visibility and wanted to gain customers across Michigan's Tri-county area. Our SEO experts started by optimizing Arbor Inspection Services' Google Business listing. They created a content strategy to expand the service area and started a backlink strategy to make it easier for search engines to understand Arbor Inspection's core services and the residential areas they service.

Unlock your potential. Gain your competitive advantage.

In today's ultra-competitive digital marketing landscape, the difference between gaining a customer and losing one to a competitor is razor-thin. That's why you need a digital agency that's experienced in your industry, builds its own technology, and specializes in multi-channel digital marketing strategies that strengthen your brand position to dominate search results and gain maximum business impact.

Competitive Insights

Real-time competitor insights to get ahead and stay ahead.

- Understand your market & competitive landscape
- Identify your online weaknesses
- See competitor strategies
- Set benchmarks for success

Unmatched Transparency

Alignment, communication, and transparency you need to grow.

- One login access to critical metrics, leads, support, and account info
- Real-time HLM activity tracker
- Built-in feedback loops to rate leads & performance

Leading Technology

Reach your best customers, stay relevant, and operate leaner.

- Industry's best website speed, security, & stability
- Real-time lead tracking & management
- Customer feedback & reviews generator
- Intuitive, mistake-proof website CMS