

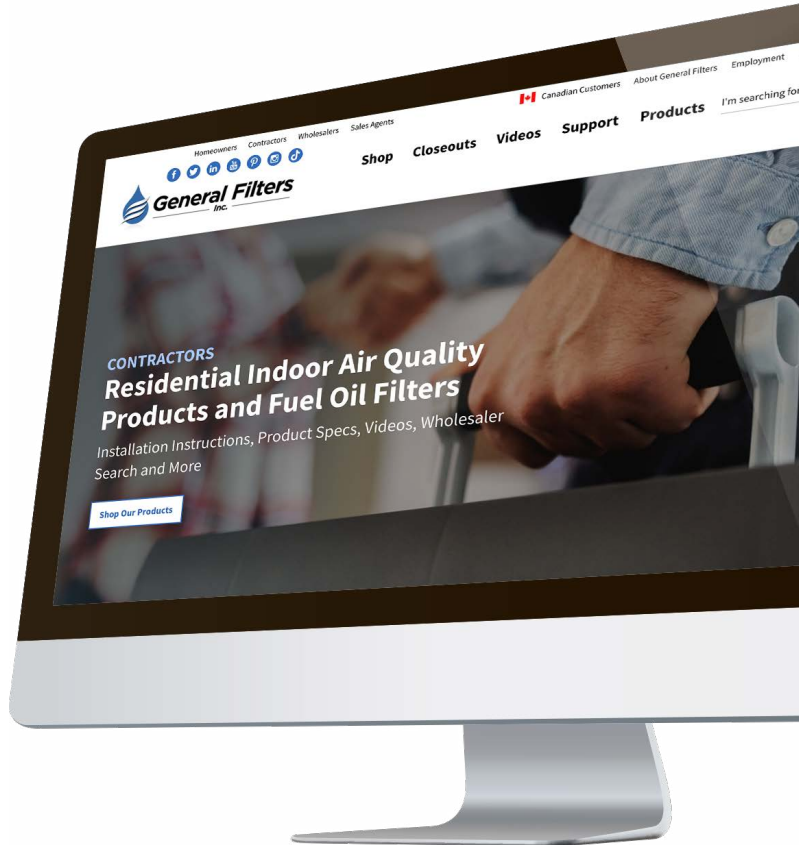
## CASE STUDY

# General Filters

More Products Are Found in More Markets, Thanks to HLM!

**“We would not run as efficiently as we do and we would not have the number of contacts we do today without HLM.”**

— Paige Freeland, Marketing Manager, General Filters



## “The Real Value of a Long-Term Digital Partnership”

Paige wanted to support Michigan business. She wanted an agency that was transparent, available throughout the length of the partnership, and could deliver a flexible website experience that was agile enough to support their future goals. “HLM delivered so much more just a high performance website.”

### KEY METRICS

**Top Positions**

Multiple Search Terms

**25,000+**

Web Contacts

**32%**

Increased Organic Traffic

**INDUSTRY**  
Manufacturing

**BUSINESS TYPE**  
Single Location

**LOCATION**  
Novi, MI

**HLM SERVICES**

- HLM Performance
- SEO
- Core70

It’s easy for me to recommend HLM because I know you are going to get the best in a website and customer service. They are professional, consistent, and just as responsive today as they were when we started in 2011.

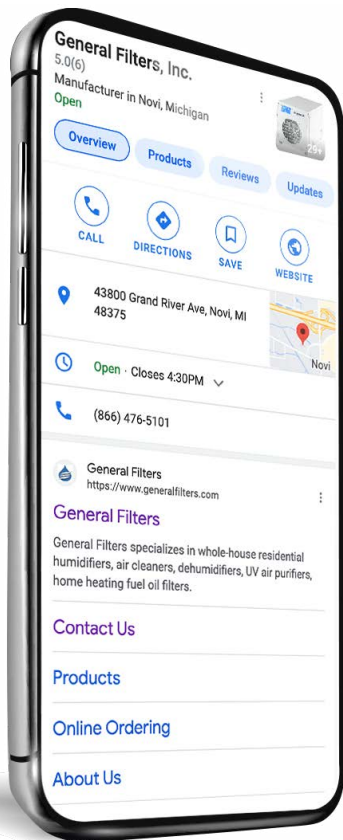
## Unleash Your Online Potential!

Nobody knows your business better than you and not many agencies know the manufacturing 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**  
★★★★★



## A Simplified Website Experience for Multiple User Types

**Focus on products, visitor engagement, and growing digital contacts.** We worked with General Filters to develop the overall design of the site and offered ideas about how to encourage visitor engagement. Their primary customers are wholesalers but the website needed to accommodate three users: wholesalers, contractors, and homeowners. This included 3 different experiences depending on the user's first click. Creating specific interactions for the homeowner resulted in new contacts with whom to continue the HVAC conversation.

## Clarity and Connections to Grow Confidently

**Focus on results, growth, and communication.** General Filters uses Google Analytics to measure traffic and determine ROI. With HLM's Footprint™ technology powering their website, and integrated with Google Analytics, they not only have a fast and flexible CMS that grows with them, they have a personal dashboard where they can manage and rate leads, generate customer reviews, track HLM's work, and have more informed conversations about what we're doing to grow their business.

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**"We are 100% satisfied with HLM's work, and they have helped our company grow our online presence. We've probably added over 25,000 contacts via the website, and I am able to export that information in any way I need. I also can maintain the information, and I can dive into the details. I know who has ordered from us, who has submitted a product registration, and who has asked to return a product. I also can see specific information about the ways that people engage with us."**

## 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