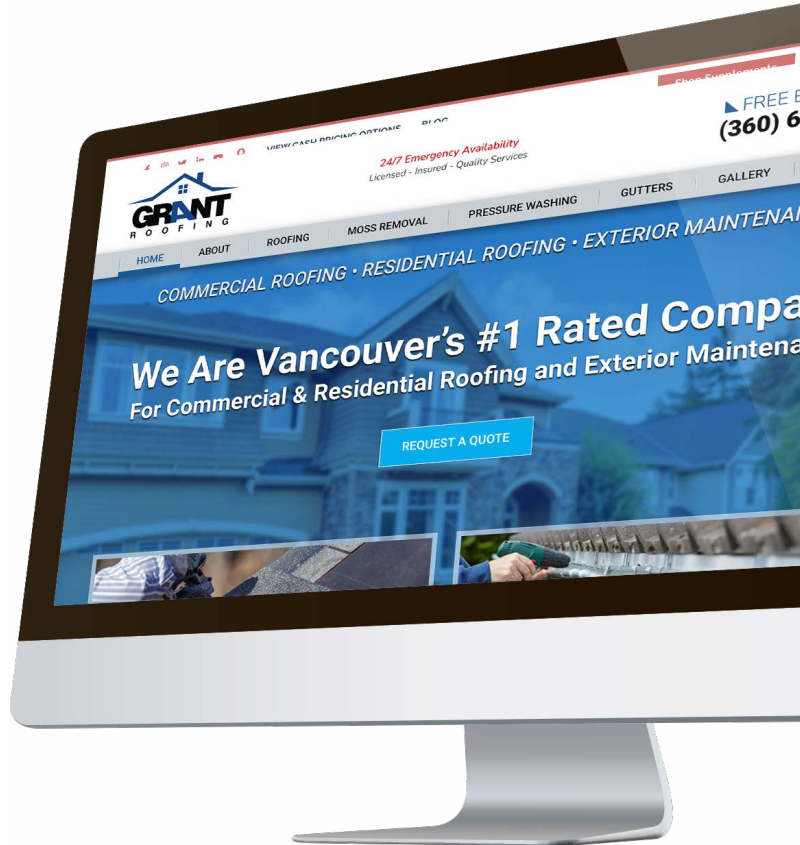# Grant Roofing

Gets 86% Increase in Organic Traffic with HLM!

"After trying another company, I returned to HLM because they are a true marketing partner with real SEO tactics."

— Taylor Grant, Owner Grant Roofing

Needed a Professional Online Presence to Get Bigger Jobs

Like many small business owners, Taylor oversees all aspects of his business including managing the crew, business operations, and sales. He needed a trusted digital agency to take marketing off his plate.

KEY METRICS

8.1%	31%	50%
PPC Conversion Rate	More Conversions Year-Over-Year	Below Industry Ave Cost-Per-Click

INDUSTRY
Roofing

BUSINESS TYPE
Single Location

LOCATION
Battle Ground, WA

HLM SERVICES
- HLM Performance
- SEO
- Core70

Until he left and came back, Taylor never the strength and value of a **long-term digital marketing partner.**
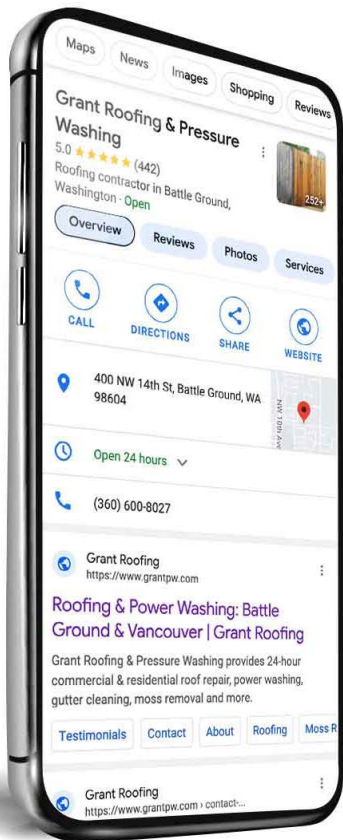
Unleash Your Online Potential!

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

HLM.

www.highlevelmarketing.com

Building a Digital Foundation to Weather the Storms

Taylor approached HLM with the goal of creating a fresh online presence and expanding brand recognition and lead generation in the field of Roofing. We built the Grant Roofing website on our fast and flexible Footprint™ platform. The Footprint CMS helps us send the strongest SEO signals to search engines, and gives Taylor the ability to easily add gallery images and content to keep Grant Roofing relevant. With ongoing support and direction from HLM, Taylor successfully identified his target audience and the most promising markets for growth over time.

Local SEO & Google Profile Optimization

Focus on brand name, backlinks, and NAP consistency. At HLM, we firmly believe that SEO is a long-term strategy rather than an overnight success. However, we recognize the allure of persuasive cold calls and emails that guarantee rapid results. After our successful implementation of Grant's Local SEO and GMB strategy, Taylor was tempted by another agency's promises of quick wins, but they used unethical techniques and fake listings. Fortunately, he returned to HLM before their unethical techniques and fraudulent listings caused irreparable damage. After rectifying directory listings, fine-tuning their Google Business Profile, and re-establishing credibility with search engines, Grant Roofing was back on track, achieving top-ranking positions in both their local market and beyond.

Paid Advertising (PPC)

Focus on lead quality, territory expansion, reducing CPC. To gain a competitive edge in the roofing industry, we implemented a paid advertising strategy for Grant Roofing, enabling them to quickly establish a presence in new markets and dominate local search results. As a result, the majority of Grant Roofing's traffic and ideal customers are currently being generated through these paid campaigns. Our Paid specialists continually analyze trends and monitor lead quality, allowing them to optimize the roofing campaign and achieve a remarkable average conversion rate of 14%, significantly surpassing the industry standard of 2-5%. Moreover, our team has successfully lowered the campaign's cost per click to approximately half of the industry average.

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

HLM.