

CASE STUDY

Guin Services

HVAC Company Increases Leads **137%** with HLM!

“We’ve been with HLM for 3 years now, and are very happy with them.”

— Joseph Braswell, Owner Guin Services



“The best digital marketing business we have ever dealt with.”


As Joseph was taking over the company, he thought about how he could take the business to a new level, growing revenue beyond where the company has ever been. He realized that a strong marketing program was required if he was going to hit consistent growth objectives.

KEY METRICS

137%
More Qualified Leads

151%
More Website Traffic

#1
in SERPs for Multiple Services

 **INDUSTRY**
Home Services

 **BUSINESS TYPE**
Single Location

 **LOCATION**
Birmingham, AL

 **HLM SERVICES**

- HLM Performance
- SEO Diamond
- Core70
- Paid Ads (PPC)

As a 4th generation home services company, Guin had a solid customer base but they knew to succeed and grow in the digital age they needed a **digital partner to guide them.**

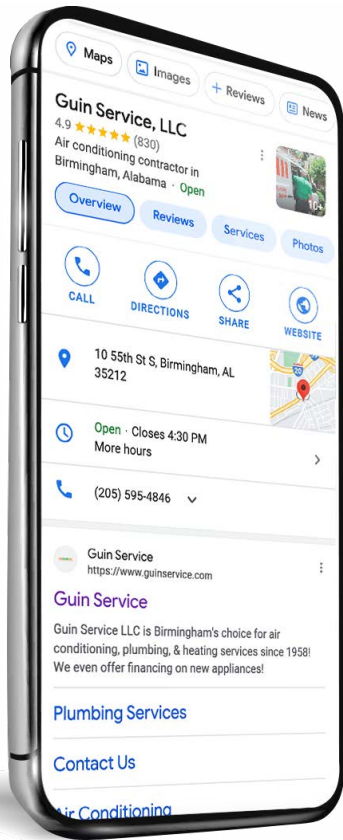
Unleash Your Online Potential!

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


4.9 ★★★★★


★★★★★



Designing a Website to Increase Visibility, Traffic, & Leads

Focus on mobile experience, trust, and convenience. High Level Marketing built a website that took into consideration the fact that most website visits happen on a mobile device. After building the website, the team at HLM created a long-term roadmap to optimize Guin's website and local business listings. **Key results were higher engagement, and more quality HVAC and plumbing leads.**

Activating Ad Campaigns to Boost Search Engine Visibility and Lead Volume

Focus on local services ads (LSA) & search engine marketing campaigns. HLM helped get Guin "certified" with the Google LSA program which ultimately added more page 1 listings and an incredibly low cost per lead. Guin continues investing in LSA to take advantage of top-of-the-page positions. Additionally, HLM created, activated, and optimized paid search campaigns on Google to improve visibility for AC Repair and Replacement. **Key results included overall more valuable traffic and less cost per conversion.**

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