

Case Study: Small Business Construction Company

Introduction

This case study of Urettek ICR, Inc. is based on a April 2015 survey of TopSpot Internet Marketing customers by TechValidate, a 3rd-party research service.



“TopSpot Internet Marketing understands my business goals and I consider them a partner in my business.”

“TopSpot is a first class organization that has exceeded our company’s expectation from a return on investment perspective to overall customer service and attention to detail. And no, I was not paid to say this!”

Challenges

Faced the following **marketing challenges** before choosing TopSpot Internet Marketing:

- An insufficient online presence
- Poor lead quality
- Little or no return on their investment

Faced the following **website challenges** before choosing TopSpot Internet Marketing:

- A non mobile-friendly website
- A lack of call to action

Use Case

TopSpot Internet Marketing Services:

- Paid Search (PPC) Strategies
- Search Engine Optimization (SEO) Strategies
- Analytics/Reporting Data

Values the following unique approaches of TopSpot Internet Marketing:

- Collaborative team approach
- Understanding of their business’ goals
- Knowledge of the industrial/B2B space
- Development of new marketing/website strategies and ideas for business development

Results

Experienced the following as a result of TopSpot Internet Marketing strategies and solutions:

- Increased quality leads
- Increased online visibility (Ads, Rankings)
- Increased revenue
- Achieved a better understanding of internet marketing

Noticed an impact on their business within 2-5 months after implementing their TopSpot Internet Marketing strategy. Increased their quality leads by 75-100% since implementing TopSpot Internet Marketing.

Company Profile

Company:
Urettek ICR, Inc.

Company Size:
Small Business

Industry:
Construction

About TopSpot Internet Marketing

Started in 2003 with 5 original team members, TopSpot has been one of the fastest growing search marketing firms in Houston, Texas. With over 75 employees based in the home office and 20 sales representatives around the country, TopSpot’s current customer base exceeds 700.

Learn More:

[TopSpot Internet Marketing](#)