

Case Study: Metal Coatings

Introduction

This case study of Metal Coatings 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 Internet Marketing’s services have helped us show that we are the leader in our industry online.”

Challenges

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

- An insufficient online presence
- Poor lead quality
- A lack of understanding of digital marketing
- Incomplete analytics/website data

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

- An outdated website
- An ineffective website
- 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
- Website Development and Design

Values the following unique approaches of TopSpot Internet Marketing:

- Approach on educating clients about digital marketing
- 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)
- Achieved a better understanding of internet marketing
- **Noticed an impact on their business immediately after implementing their TopSpot Internet Marketing strategy.**
- **Increased their quality leads by 200-300% since implementing TopSpot Internet Marketing.**

Company Profile

Company:
Metal Coatings

Company Size:
Medium Enterprise

Industry:
Industrial Manufacturing

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](#)