

# Case Study: Blaylock Gasket & Packing

## Introduction

This case study of Blaylock Gasket & Packing is based on a April 2015 survey of TopSpot Internet Marketing customers by TechValidate, a 3rd-party research service.



“I consider TopSpot Internet Marketing to be a close partner because they understand my business goals.”

## Challenges

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

- Insufficient online presence
- Poor lead quality
- Incomplete analytics/website data
- Little or no return on their investment

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

- Outdated website
- Ineffective website
- Non mobile-friendly website
- Lack of call to action
- Spam issues

## 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:

- Collaborative team approach
- Understanding of their business' goals
- Knowledge of the industrial/B2B space
- Discussion of post-conversion behavior (customer service/lifetime value of a customer)

## Results

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

- Achieved a better understanding of internet marketing

### Company Profile

Company:  
**Blaylock Gasket & Packing**

Company Size:  
**Small Business**

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](#)