

Case Study: Electro Coatings

Introduction

This case study of Electro-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.”

“Most of our business is derived from the web. We believe that our great results are a direct impact of the quality of our website, which is and continues to be updated by TopSpot.”

Challenges

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

- An insufficient online presence
- Incomplete analytics/website data

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

- An outdated website
- An ineffective website

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
- 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 by 75-100% with TopSpot Internet Marketing.

Company Profile

Company:
Electro-Coatings

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](#)