

Case Study: Duro Last Roofing, Inc.

Introduction

This case study of Duro-Last Roofing, 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.”

“We have gotten better search results and therefore better quality traffic to our website.”

Challenges

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

- An insufficient online presence
- Poor lead quality
- A lack of customer engagement

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

- 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
- Availability to discuss their comprehensive analyses
- Knowledge of the industrial/B2B space

Results

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

- Increased online visibility (Ads, Rankings)
- Achieved a better understanding of internet marketing
- Noticed an impact on their business within 1 month after implementing their TopSpot Internet Marketing strategy.

Company Profile

Company:
Duro-Last Roofing, Inc.

Company Size:
Medium Enterprise

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](#)