

Case Study: Bolts N' Nuts Plus

Introduction

This case study of Bolts N' Nuts Plus 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.”

“The pay-per-click campaigns seems to be having a positive impact.”

Challenges

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

- An insufficient online presence
- Incomplete analytics/website data
- A lack of customer engagement

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
- Analytics/Reporting Data

Values the following unique approaches of TopSpot Internet Marketing:

- Collaborative team approach
- Understanding of their business' goals
- Approach on educating clients about digital marketing

Results

Noticed an impact on their business within 2-5 months after implementing their TopSpot Internet Marketing strategy.

Company Profile

Company:
Bolts N' Nuts Plus

Company Size:
Small Business

Industry:
Energy & Utilities

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](#)