

Case Study: Us Metals, Inc.

Introduction

This case study of US Metals, 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.”

“Not having the advanced SEO technical skills inhouse, TopSpot came on board with an SEO strategy, added their knowledgeable Google magic, and we now rank in the top 10 of most of our keywords in our industry.”

Challenges

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

- An insufficient online presence
- Poor lead quality

Use Case

TopSpot Internet Marketing Services:

- Paid Search (PPC) Strategies
- Search Engine Optimization (SEO) Strategies
- Analytics/Reporting Data

Values the following unique approach of TopSpot Internet Marketing:

- Collaborative team approach

Results

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

- Increased quality leads
- Increased online visibility (Ads, Rankings)
- Increased revenue

Noticed an impact on their business immediately after implementing their TopSpot Internet Marketing strategy.

Company Profile

Company:
US Metals, Inc.

Company Size:
Small Business

Industry:
Wholesale Distribution

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](#)