

Case Study: Small Business Professional Services Company

Introduction

This case study of a small business professional services company is based on a April 2015 survey of TopSpot Internet Marketing customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.



“TopSpot Internet Marketing understands my business goals and I consider them a partner in my business.”

“TopSpot has been able to take on the daily web marketing details, which allows me to grow my business. They have been a tremendous asset for us.”

Challenges

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

- An insufficient online presence
- A lack of understanding of digital marketing
- Incomplete analytics/website data
- Needed a team to help guide me

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
- Search Engine Optimization (SEO) Strategies
- Analytics/Reporting Data
- Website Development and Design
- Conversion Improvement

Values the following unique approaches of TopSpot Internet Marketing:

- Collaborative team approach
- Understanding of their business' goals
- Availability to discuss their comprehensive analyses
- Development of new marketing/website strategies and ideas for business development
- 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:

- Increased quality leads
- Increased online visibility (Ads, Rankings)
- Increased revenue
- Met their business goals
- Achieved a better understanding of internet marketing
- Achieved a better relationship with their customers

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

Increased their quality leads by more than 300% since implementing TopSpot Internet Marketing.

Increased revenue by 100-200% with TopSpot Internet Marketing.

Company Profile

The company featured in this case study asked to have its name publicly blinded because publicly endorsing vendors is against their policies.

TechValidate stands behind the authenticity of this data.

Company Size:
Small Business

Industry:
Professional Services

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](#)