

Case Study: Small Business Construction Company

Introduction

This case study of a small business construction 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.”

Challenges

- Faced the following marketing challenges when choosing TopSpot Internet Marketing as a digital partner:
 - An insufficient online presence
 - A lack of understanding of digital marketing
 - Incomplete analytics/website data
- Faced the following website challenges when choosing TopSpot Internet Marketing as a digital partner:
 - An outdated website
 - An ineffective website
 - A non mobile-friendly website
 - A lack of call to action
 - Spam issues

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:
Construction

Use Case

- Values the following solutions from TopSpot Internet Marketing:
 - Paid Search Strategies
 - Search Engine Optimization 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
 - Availability to discuss their comprehensive analyses
 - Approach on educating clients about digital marketing
 - Development of new marketing/website strategies and ideas for business development

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](#)

Results

- Experienced the following as a result of TopSpot Internet Marketing strategies and solutions:
 - Increased quality leads
 - Increased online visibility
 - Increased revenue
 - Achieved a better understanding of internet marketing