

Case Study: Southeastern Plateworks, Llc

Introduction

This case study of Southeastern Plateworks, LLC is based on a May 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.”

“TopSpot’s services have helped us improve/implement our website, as well as SEO and PPC activities; attract new-to-us or underserved clients; and we have sold several projects that can be tracked as having arrived via the site.”

Challenges

- Faced the following marketing challenges when choosing TopSpot Internet Marketing as a digital partner:
 - A lack of understanding of digital marketing
 - Incomplete analytics/website data
 - An outdated website

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
 - Approach on educating clients about digital marketing
 - Development of new marketing/website strategies and ideas for business development

Results

- Experienced the following as a result of TopSpot Internet Marketing strategies and solutions:
 - Increased quality leads
- Noticed an impact on their business within 2-5 months after implementing their TopSpot Internet Marketing strategy.

Company Profile

Company:
Southeastern Plateworks, LLC

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](#)