

KEO Marketing

CASE

STUDY



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Website Design Focused on Customers Results in Significant Increase in Leads



SEARCH - MARKETING - SOCIAL - MOBILE - ADVERTISING



The Valley's Leading Home Remodeling Company, Republic West Remodeling, Develops Game-Changing Website with KEO Marketing

Highlights

In just one month, post launch of the new website, performance metrics noted a significant, immediate improvement:

- 10% increase in total website traffic
- 27% increase in website traffic from natural search
- 20% increase in website form submissions (leads)
- 36% increase in website-generated in-person appointments
- New “Get Inspired” page quickly became the second most visited page after the homepage
- Customer and prospect feedback collected was very positive

The Company

Headquartered in Scottsdale, Arizona, Republic West Remodeling offers the highest quality home remodeling services including whole home remodeling, kitchens, bathrooms, room additions, master bedrooms, home offices, outdoor living spaces and garages.

Jim Weisman founded the company in 2011 after co-founding the company's predecessor, Republic West in 1995. Republic West Remodeling is an operationally driven company that utilizes various disciplines, processes and procedures to help insure that it can deliver what is promised. As a result, homeowners are delighted to experience their best in class home remodeling services.



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Challenge

Increasing Website Leads & Optimizing the Brand Message

In early 2015 the **Republic West Remodeling** website, then just a few years old, had plateaued in generating leads. It wasn't for lack of great content or good design, or even proper search engine optimization. Although KEO Marketing had been working with Republic West Remodeling for many years and knew nearly every facet of their business, we requested the opportunity to attend one of the company's internal sales meetings.

The meeting, held in March 2015, was meant to provide an inside look into how the sales team operates and give KEO Marketing the opportunity to talk to the sales team about what they needed to be successful on the marketing side. The meeting morphed into a brainstorming session about how Republic West Remodeling could use the website to further enhance their brand story.

"We've always felt that if we find continuously better ways to tell our story, that it convinces people to hire us to do their remodeling," said Jim Weisman, founder of Republic West Remodeling. "Our website did a good job of telling the story, but we felt there was something more we could do to take it to the next level."

"KEO Marketing has long been our trusted marketing partner, so we it came time to renew our brand messaging we knew we wanted them to be heavily involved," continued Weisman. "We are extremely pleased with the strategy and collaborative efforts of KEO Marketing in this endeavor. They really listened to our and our customers' wants, needs and ideas. The website is fantastic and the immediate results have been significant."



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Strategy

Letting the Customer Tell the Story & Drive the Process

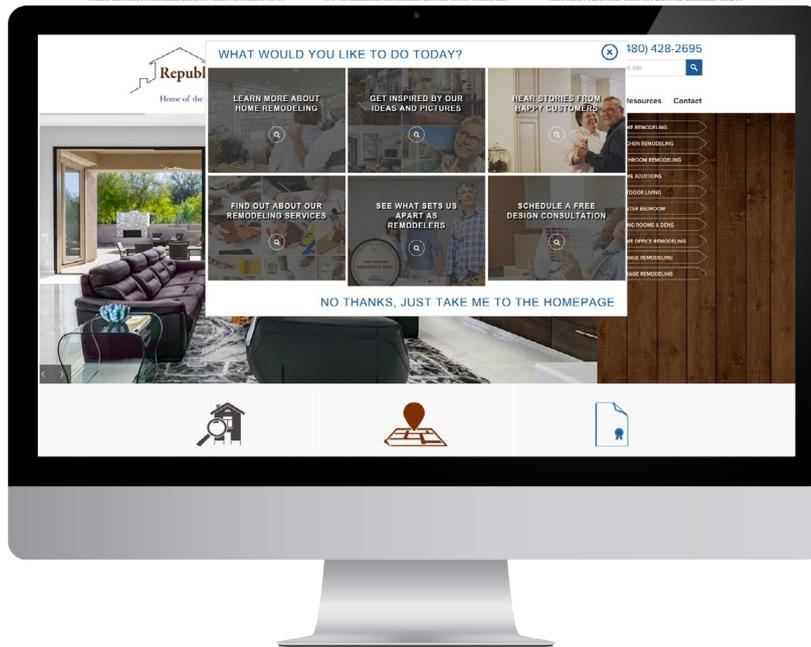
After the March meeting, the KEO Marketing team was further enlightened. The Republic West Remodeling sales team was sitting on great stories from their customers and those stories weren't making it to our **marketing agency**. We'd been working with the few testimonials and photos we'd been getting over the months, but were unaware of just how much we were missing.

KEO Marketing worked with the Republic West Remodeling team to develop a process that would channel all kinds of great client feedback to the marketing team. That feedback included what sales people learn in the sales process about why the customer hired them in the first place, what they wanted to get out of the project, before and after photos, testimonials and captivating stories about the impact of the projects. And once we got access to those really valuable pieces of information, we came up with a plan to build a new website around them.

We call it "Telling the Customer Story," but from the customer's point of view. When we learn from the beginning the "why, what and how," it makes it easier for us to follow up with the customer when everything is finished and capture the tangible and intangible aspects of their experience. Because the Republic West Remodeling team is so involved and collaborative throughout the entire remodeling process, the story from the customer ends up being the story of Republic West Remodeling.



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In addition to the powerfully presented customer stories, we also wanted to give website visitors a way to access the information they wanted more quickly. This dynamic navigation serves as an interactive menu that pops up as soon as someone visits the site. It offers the top six actions that visitors usually take on this site. The pop up guides visitors through the website so they can see what they want to see without going through an extensive search to find it.



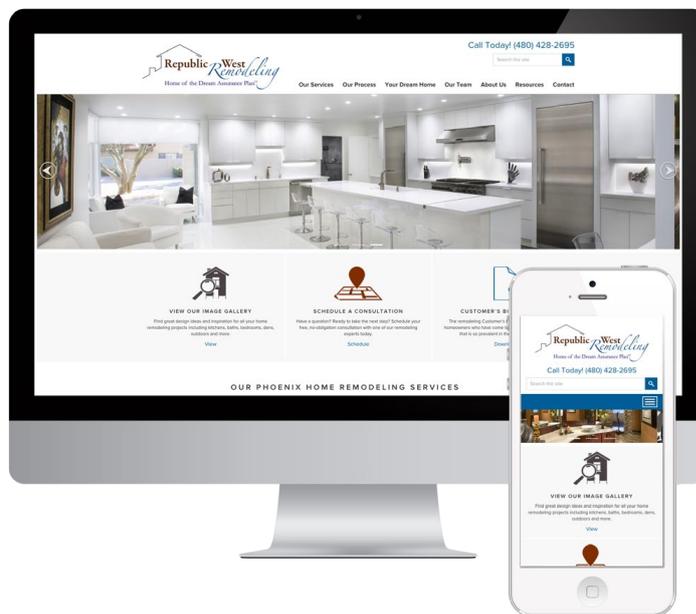
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Solutions

Web Design & Development

More than just code, design and navigation, successful website development helps businesses gain traction with search engines and generate valuable leads. Web developers must find the balance between building an appealing site that users can navigate easily and building a site that is attractive to search engines. They must also design a site that can be accessed on a variety of devices.

To improve functionality, lead generation and brand messaging, KEO Marketing provided a complete overhaul to the Republic West Remodeling website design, layout and content. In addition, KEO Marketing’s team of design and technical experts continually maintain the website.





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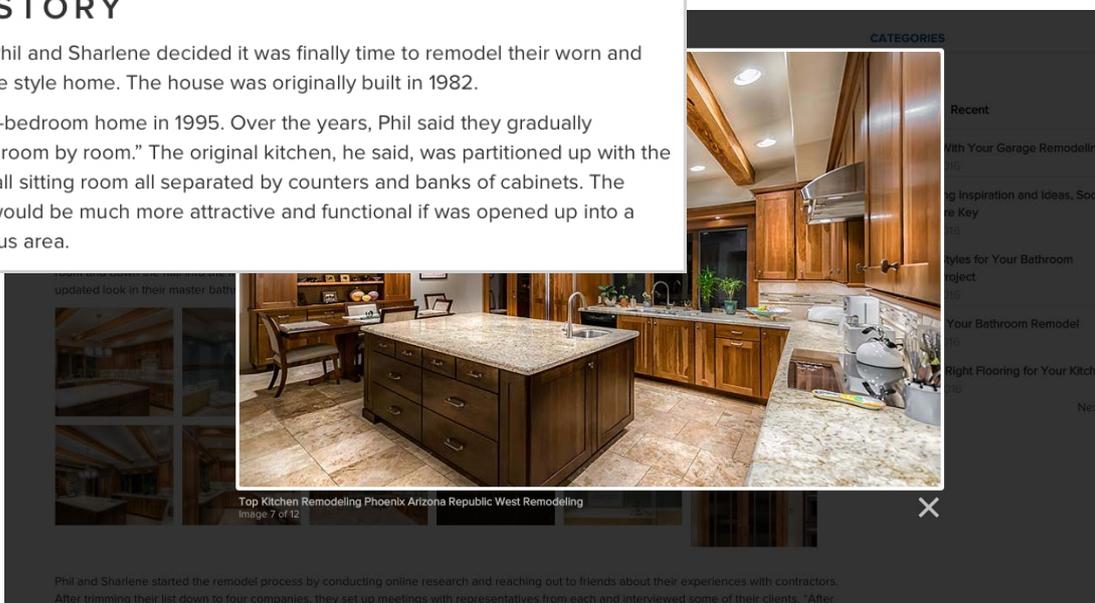
While the previous Republic West Remodeling website was well-designed, it was not easily accessible to mobile users. With more than half of all searches and more than 60% of email opens happening on mobile devices, KEO Marketing redesigned the website to automatically and responsively change to fit the user’s device. The new design improved site usability across any device and implemented strong calls to action that engage visitors.

The new website was designed to highlight and showcase the new customer stories, and make it easier to navigate. They can be accessed from the moment you visit the website through a brand new interactive menu, and they’re integrated throughout the rest of the website as well. The images used in the galleries are actual photos from customers’ homes. The stories are real stories that customers provided through interviews, and some of the stories were even written by the customers themselves.

PHIL & SHARLENE’S WHOLE HOME REMODELING STORY

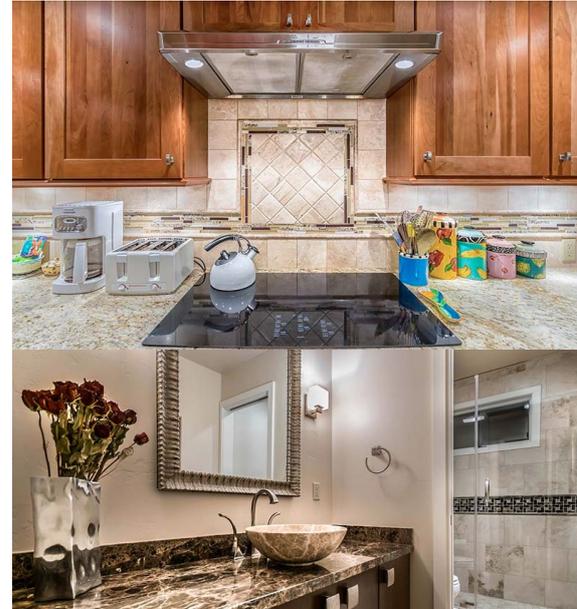
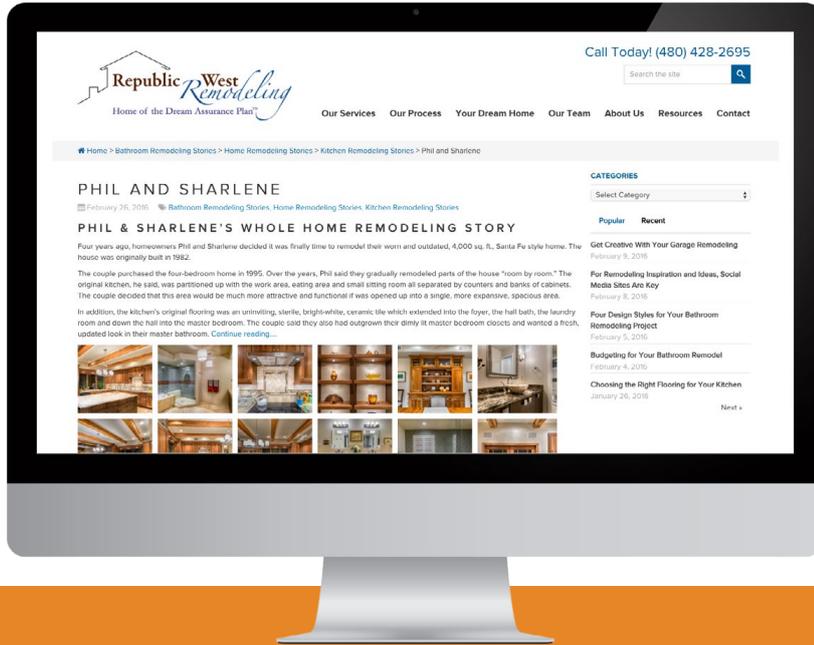
Four years ago, homeowners Phil and Sharlene decided it was finally time to remodel their worn and outdated, 4,000 sq. ft., Santa Fe style home. The house was originally built in 1982.

The couple purchased the four-bedroom home in 1995. Over the years, Phil said they gradually remodeled parts of the house “room by room.” The original kitchen, he said, was partitioned up with the work area, eating area and small sitting room all separated by counters and banks of cabinets. The couple decided that this area would be much more attractive and functional if it was opened up into a single, more expansive, spacious area.





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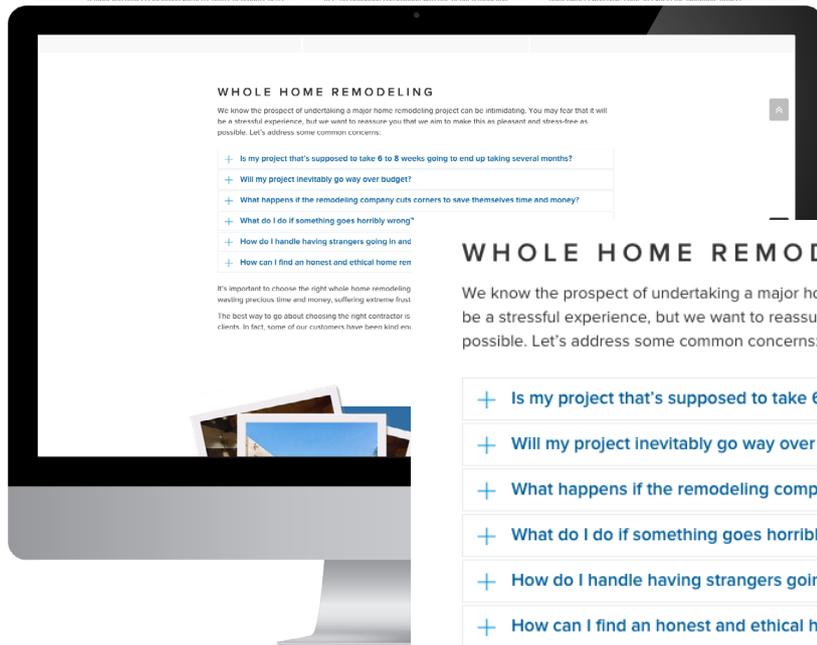
Shortly after the completion of the project, we had friends from California visiting. On the night they arrived, we were out, so we left them a key. They were aware that we had remodeled, but hadn't visited since the completion. They told us that when they first opened the front door, they were stunned by the changes and actually stepped outside to double check the address – they thought they were in the wrong home! We think this truly expresses the extent of our home's amazing transformation.

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WHOLE HOME REMODELING

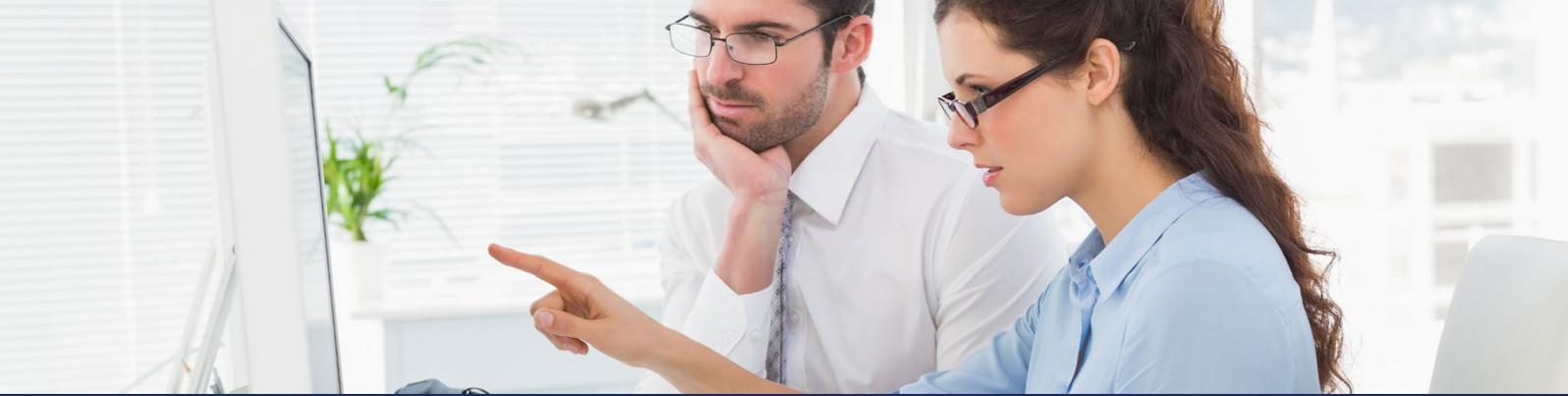
We know the prospect of undertaking a major home remodeling project can be intimidating. You may fear that it will be a stressful experience, but we want to reassure you that we aim to make this as pleasant and stress-free as possible. Let's address some common concerns:

- + Is my project that's supposed to take 6 to 8 weeks going to end up taking several months?
- + Will my project inevitably go way over budget?
- + What happens if the remodeling company cuts corners to save themselves time and money?
- + What do I do if something goes horribly wrong?
- + How do I handle having strangers going in and out of my home? And what about my pets?
- + How can I find an honest and ethical home remodeling company I can trust?

It's important to choose the right whole home remodeling contractor because selecting the wrong one can lead to wasting precious time and money, suffering extreme frustration and having a terrible overall experience.

The best way to go about choosing the right contractor is not to hear it from the contractor, but to hear it from their clients. In fact, some of our customers have been kind enough to share [their stories](#) with you:

New web pages were also developed to also educate customers about what to think about before remodeling, how to choose a remodeler and what to expect during the remodeling process. The Services pages were completely overhauled to contain answers to frequently asked questions that customers usually ask when they're deciding to remodel. A new "Get Inspired" page was also added to help give customers ideas for their remodel, and it's proven to be a popular page on the site, receiving the second highest number of visits after the homepage.



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The solution included:

- Mobile responsive website design and development
- Creative and content development
- Website usability
- Interactive menu development
- Site structure review and SEO platform optimization
- Call to action improvement
- Development of customer stories, complete with interviews and professional photos
- Integration of content on applicable pages (white papers, customer stories, infographics, etc)
- Google Analytics and Google Webmaster and Bing Webmaster code implementation and monitoring
- HTML user sitemap and search engine XML sitemap development and submission



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Results

Significant Impact in the First Month

In 2015, the Republic West Remodeling website launched with a new purpose and a new life. The impact was immediate in just the first month.

Specific performance metrics include:

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About KEO Marketing

KEO Marketing Inc., a leading business to business (B2B) marketing agency based in Phoenix, Arizona, develops and implements strategies to help clients significantly increase leads and sales.

The company's solutions include marketing strategy, brand positioning and messaging, inbound marketing, search engine marketing and optimization, website development, social media, pay per click and display advertising, local and mobile marketing and more. Some of the world's largest brands have depended on KEO Marketing for marketing programs that deliver tangible and substantial results.

For more information and to request a complimentary marketing audit visit keomarketing.com

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