



HOMETOWN LOCAL

GET FOUND IN YOUR HOMETOWN

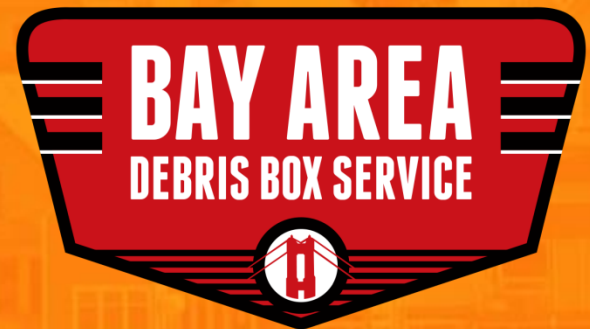


Case Study

Real Customers. Real Stories.

START NOW!

Bay Area Debris Box



Bay Area Debris Box

Real customers. Real stories.



Company Name: Bay Area Debris Box

Industry: Waste Management

Revenue: <\$1M

Employees: 5

Our waste management business was not growing fast enough and we needed to find ways to compete with the larger waste management companies in the Bay Area...

Dan A.
General Manager

Bay Area Debris Box Needed to Compete Against Bigger Companies

Executive Summary

Challenges:

- ❑ Market dominated by large waste management companies
- ❑ Limited advertising budget
- ❑ Large service area (SF, Oakland, San Jose)

Solution: Pro Plan

- ❑ Redesign website for today's tough SEO standards
- ❑ Target mobile searchers (phones, tablets, etc.)
- ❑ Create owner-verified enhanced business listings
- ❑ Marketing measurement

Results: June 18 – July 21

- ❑ 270 total visits in 4+ weeks with existing domain
- ❑ 91 visits were from mobile devices
- ❑ 167 organic searches – people searching for business product (low bounce rate of 12%)
- ❑ Increased brand awareness in targeted service area

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Company Background:

Bay Area Debris Box (Bay Area) is a waste management company serving San Francisco, Oakland, and San Jose, CA markets. Founded in 2009, Bay Area is a family-owned company that takes great pride in treating every customer with respect while striving for the best customer service in a very competitive market.

Challenge:

The waste management market is dominated by large regional and national waste management companies. These large companies spend many thousands of dollars on paid search campaigns, making it very difficult for smaller companies to successfully bid on advertisement placement.

To compete effectively, Bay Area recognized it needed to be laser focused on improving online visibility while targeting the right customer (i.e. the customer ready to purchase), at a minimal cost.

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Solution: PowerSite

- ❑ Redesign outdated website that incorporates tough search engine requirements while targeting mobile searchers (phones, tablets, etc.)
- ❑ Improve local online visibility in targeted service area
- ❑ Improve customer reach to develop long-term business relationships

Process:

HometownLocal created a **PowerSite** that exceeds all of today's tough search engine requirements. This full-featured website includes:

- ❑ On and off-page SEO techniques
- ❑ Targets important keywords
- ❑ Converts new customers at a high rate
- ❑ Mobile responsive – works with any device
- ❑ Social media integrated
- ❑ Eye-catching images
- ❑ Works 24/7, online lead generation through quotes

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Process: DirectFeed & SocialLink

HometownLocal created an enhanced owner-verified business listing using **DirectFeed**, this service feeds business related information to online marketing partners. These partners consist of over 125 local and national directories and all major search engines including Google, Yahoo, and Bing.

HometownLocal also created a social media presence using **SocialLink** that allows Bay Area Debris Box to communicate effectively with current, past, and future customers through social media platforms like Facebook, Twitter, and Google Plus. These social platforms trigger online chatter that helps send positive signals to search engines.



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Results: PowerSite Analytics – 4 weeks post launch

- ❑ Delivered 270 new visitors with 763 actions on new re-designed **PowerSite**
- ❑ Improved time spent on **PowerSite** to almost 2 min/per visit
- ❑ Very low Bounce Rate (12%), strong indication that searchers are finding what they are looking for

The Basics

Summary [Visitors](#) [Actions](#) [Uniques](#) [Time](#)

👤 Visitors	Expand	270	0%
💡 Actions	Expand	763	0%
💡 Average actions		2.8	0%
🕒 Total time		11h 37m	0%
🕒 Average time per visit		1m 47s	0%
🔄 Bounce rate		12%	0%

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Results: Mobile Device Users – 4 weeks post launch

- 91 out of 270 visitors used a mobile device (33.7%)
- Apple devices account for majority of mobile users
- Data reiterates importance of mobile responsive design of website. Bay Area Debris was at risk for missing almost 33% of all visitors

Browser	Visitors		Filter results...	
Mobile	91	34%		
Safari 7.0 mobile	46	17.2%		0%
Google Chrome 35.0 mobile	15	5.6%		0%
Safari 6.0 mobile	8	3%		0%
Unknown mobile	4	1.5%		0%
Safari 4.0 mobile	4	1.5%		0%
Safari 5.0 mobile	4	1.5%		0%
Google Chrome 28.0 mobile	4	1.5%		0%

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Results: Search Engine Rankings – 4 weeks post launch

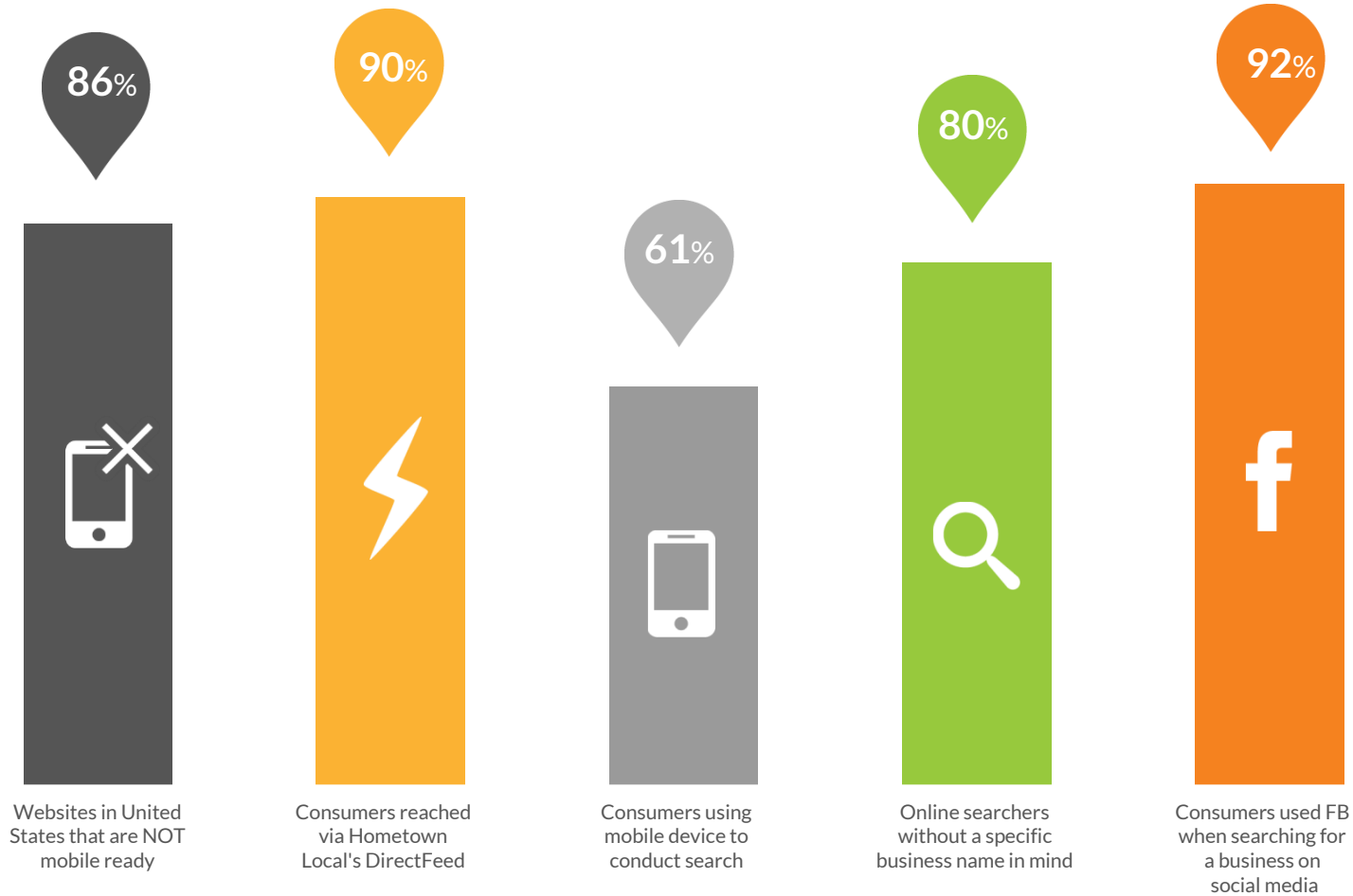
- Rankings improved greatly in 4 short weeks
- Rankings improved in all 3 targeted service areas
- Rankings should improve over time as the search engines develop improved trust for the **PowerSite**
- Rankings correspond nicely with the new 270 visitors to the new and improved **PowerSite**

Keyword		Google +/-	Yahoo +/-	Bing +/-
bay area debris box	+	1 0	1 0	1 0
bin rental in san francisco		3 +2	5 +8	14 0
bin rental in san jose		13 +3	15 +13	25 0
debris removal in san jose		28 +38	56 +45	117 0
dumpster rental in san francisco	+	6 0	20 +25	— 0

A collection of mobile devices including a desktop monitor, a tablet, and a smartphone, all displaying the Bay Area Debris Box website. The website features a red header with the company logo and a main image of a house with a debris box.

Is your website keeping up with new technology?

Can your customers find you?





WE MAKE IT SIMPLE FOR YOU TO SUCCEED ONLINE

Did you know over 113 million customers searched for a product or service using a smartphone or tablet in 2012? Did you also know that only 14% of current websites display content correctly on these types of devices? Looking for a competitive advantage?

Many small businesses rely on their website to deliver their main marketing message. Is your website optimized for Google, Yahoo, and Bing and does it display correctly on all devices?

Who are we?

Get Found Online



YOU COULD DESCRIBE THE
TEAM OF PEOPLE BEHIND
HOMETOWNLOCAL.COM
IN ONE WORD:

#SuperIntelligentHardworkingWillingtoGoTheExtraMile
InternetJunkiesHeretoHelpButNeedtoWorkonOurModesty

But seriously, HometownLocal is self-funded, profitable, and growing. Our home base is located in Grand Rapids, Michigan, but our reach spans all across this great nation. Our founder-run team of right and left brainiacs work hard to offer a service that helps small businesses succeed. But enough about us, let's talk about you. You need a company that helps improve your online visibility right?

Back-office marketing team

We have the experience and the tools to help your business thrive online.



DirectFeed

Manage and enhance your business listing on multiple search engines, online directories, mobile apps, navigational devices and social media sites. DirectFeed improves your online trust with search engines.



PowerSite

We build full-featured mobile responsive websites that look great AND convert new customers. These sites are designed for today's technology, plus they display perfectly on any mobile device.



SocialLink

Your customers are using social media every day, are you? We can help create and manage this vital marketing resource. Social media is fast becoming the new normal for local visibility.



SEO

Help search engines understand what you do by speaking their language. We create websites that utilize the latest SEO strategies for local online advertising.



PaidSearch

Need new customers fast? Let our local online advertising experts navigate the complexities of managing paid search. Our experts will optimize your campaigns to improve return on investment.



WebCard

Owner-verified enhanced business listing that can be updated at any time. The mobile responsive WebCard is another great source for signaling trust throughout the internet.

Ready to improve your local online visibility? Contact us!

Someone from our sales team will contact you.

- | | | | |
|--|--|---|--------------------------|
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