



HOMETOWN LOCAL

GET FOUND IN YOUR HOMETOWN

Case Study

Real Customers. Real Stories.

START NOW!

Moody's Hauling



Moody's Hauling

Real customers. Real stories.



Company Name: Moody's Hauling

Industry: Waste Hauling

Revenue: <\$1M

Employees: 3

We had zero online presence and realized that local print advertising wasn't working as well anymore. We knew we needed to go outside our comfort zone to attract new customers...

Jim M.
Owner

Moody's Hauling Needed a Solution to Generate New Customers

Executive Summary

Challenges:

- ❑ Zero online presence, no social media, no website
- ❑ New domain – www.moodyshaulingandcleanup.com
- ❑ Competitive service area – Omaha, NE

Solution: Pro Plan

- ❑ Create **PowerSite** meeting tough SEO standards
- ❑ Target mobile searchers (phones, tablets, etc.)
- ❑ Create owner-verified enhanced business listings using DirectFeed
- ❑ Create social media presence with **SocialLink**

Results: May 23 – July 18

- ❑ 266 total visits in 7 weeks with new domain
- ❑ 148 visits were from mobile devices (55.6%)
- ❑ 167 organic searches – people searching for business product (low bounce rate of 19%)
- ❑ Increased brand awareness in targeted service area

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Company Background:

From the owner: "We started Moody's Hauling in 1987, we are still small, but very efficient. We take a lot of pride in doing the job right the first time. Our mission is to offer a speedy resolution to unwanted items and debris. As a small company, we offer personalized service, which helps us maintain our goal that "no job is done until we have achieved complete customer satisfaction".

Challenge:

Creating a brand new online marketing strategy is what HometownLocal does best! The fact that Moody's has been in business since 1987 and didn't have an online presence was no problem. The market is very crowded in Omaha, NE, so developing a online marketing strategy that produces quickly can be challenging for many small business owner unfamiliar with online marketing.

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Solution: PowerSite

- ❑ Create new website that incorporates tough search engine requirements while targeting mobile searchers (phones, tablets, etc.)
- ❑ Create social media presence through **SocialLink**
- ❑ Create enhanced owner-verified business listing through **DirectFeed**

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 Moody's Hauling 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 – 7 weeks post launch

- ❑ Delivered 266 new visitors with 505 actions on brand new **PowerSite**, with new domain
- ❑ Delivered time spent on **PowerSite** to over 2 min/per visit
- ❑ Very low Bounce Rate (19%), strong indication that searchers are finding what they are looking for

The Basics

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

 Visitors Expand	266	0%
 Actions Expand	505	0%
 Average actions	1.9	0%
 Total time	10h 18m	0%
 Average time per visit	2m 6s	0%
 Bounce rate	19%	0%

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Results: Mobile Device Users– 7 weeks post launch

- 148 out of 266 visitors used a mobile device (55.6%)
- Multiple types of mobile devices were used
- Data reiterates importance of having a mobile responsive website. Moody's Hauling can now target mobile users successfully

Browser	Visitors	Filter results...	
Mobile	148 55.6%		
Unknown mobile	53 19.9%		0%
Safari 7.0 mobile	30 11.3%		0%
Safari 4.0 mobile	21 7.9%		0%
Google Chrome 35.0 mobile	17 6.4%		0%
Google Chrome 28.0 mobile	12 4.5%		0%
Safari 6.0 mobile	9 3.4%		0%
Google Chrome 30.0 mobile	3 1.1%		0%
More...			

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Results: Traffic Sources– 7 weeks post launch

- Social media exposure generated 96 visitors to new **PowerSite**
- **Paid Search** generated 33 new visitors
- **Paid Search** was used to help create new business as the new domain was being found by the search engines. Once found, the search engines started displaying the **PowerSite** in the organic search section.

Traffic sources

 Direct	112		0% *****
 Social media	96		0% *****
 Advertising	33		0% *****
 Searches	23		0% *****
 Links	2		0% *****

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Results: Search Engine Rankings– 7 weeks post launch

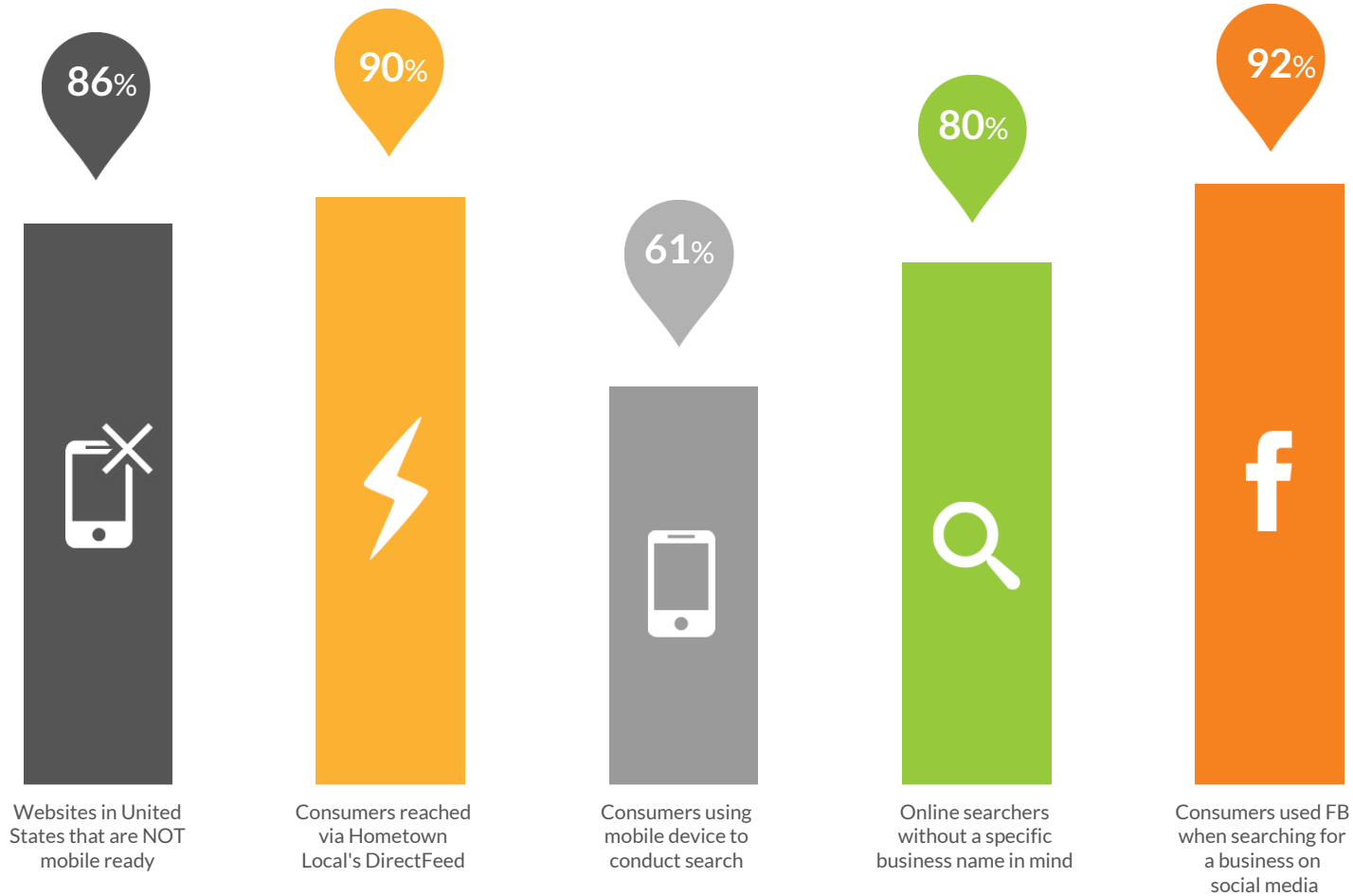
- ❑ **PowerSite** started ranking quickly for targeted keywords in all 3 search engines (search engine indexing varies widely)
- ❑ Rankings should improve over time as the search engines develop improved trust for the **PowerSite**. 7 weeks is considered a very short timeframe for launching a new website
- ❑ Rankings correspond nicely with the 266 new visitors
- ❑ Client reports a sizeable increase in new business

Keyword		Google +/-	Yahoo +/-	Bing +/-
free junk removal estimate		— 0	5 +96	8 +93
junk removal in omaha	+	33 +18	7 +94	7 +94
moody's hauling	+	8 +16	2 +1	3 +98
omaha junk removal	+	33 +9	4 +2	6 0
trash hauling omaha	+	30 +9	10 +3	15 0



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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