

# MICHIGAN REMODELING COMPANY

## Over 1000 Online Hot Leads

**John McCarter Construction** is a Siding & Home Exterior Contractor serving the greater Detroit area.

## STRATEGY

- Build a new website with a compelling message designed to convert people more effectively.
- Use search engine marketing and optimization

## KEY FOCUS POINTS

- Use content marketing and link building to increase domain authority
- Email marketing campaigns to drive repeat sales

## WEBSITE BEFORE



## WEBSITE AFTER



## 1000+ LEADS

John McCarter Construction currently receives between 20 and 40 online leads per month.

## SCOPE OF WORK:

- Strategy Development
- Brand Messaging
- Website Development
- Social Media
- SEO
- Reputation
- Facebook Ad Campaign
- Adwords Ad Campaign
- Content Development
- Lead tracking & reporting

[JOHNMCCARTERCONSTRUCTION.COM](http://JOHNMCCARTERCONSTRUCTION.COM)



"We ask for good quality leads, and the team at StructureM delivers every time."

-John McCarter, Owner