

# REMODELING COMPANY DOMINATES MARKET

## Added 7 Figures To Revenue

Lakeside Renovation & Design is an exterior remodeling company based in St Louis. In addition to being the most experienced James Hardie siding contractor in the nation, they have also won numerous awards.

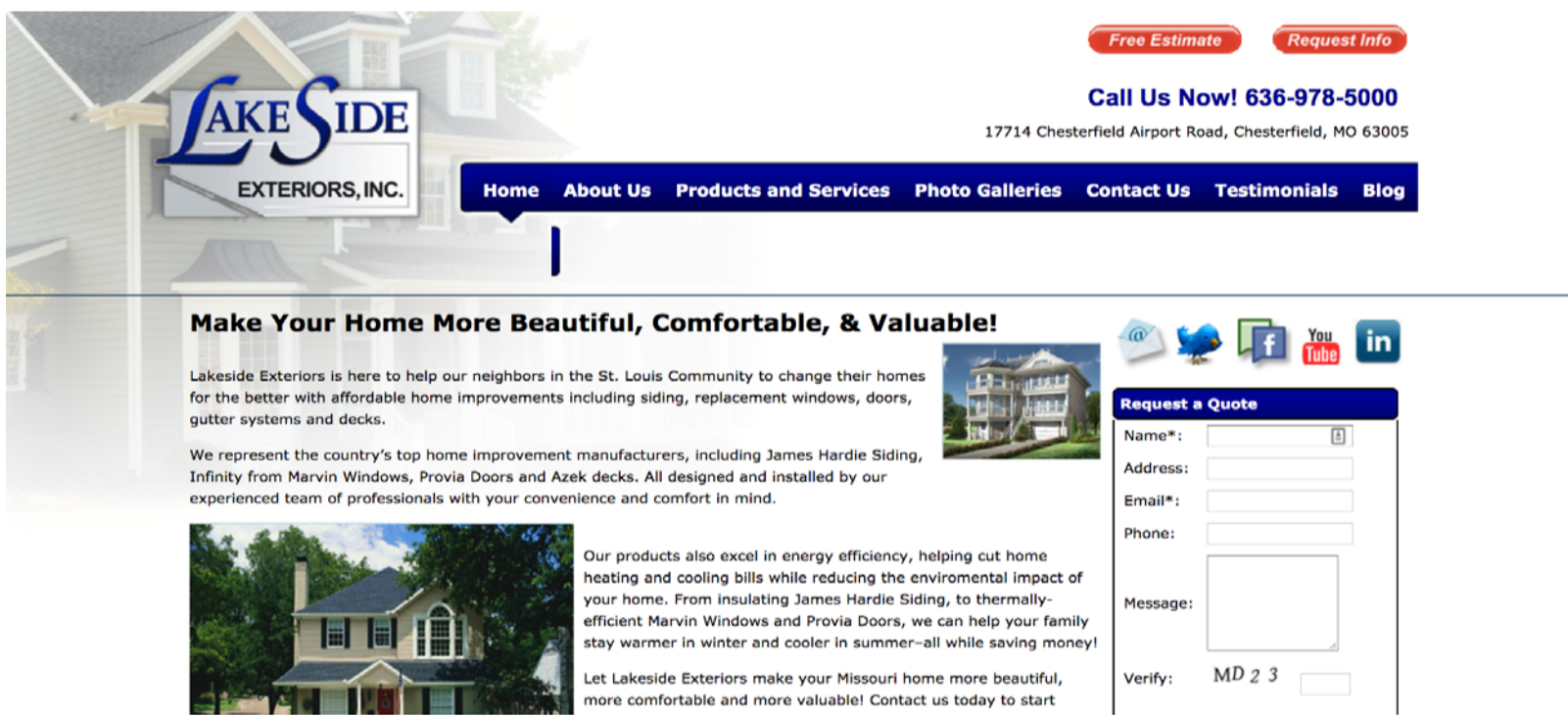
### STRATEGY

- Build a new website with a compelling message designed to convert people more effectively.
- Get highly ranked in Google.
- Utilize digital ads effectively to drive even more traffic to website.

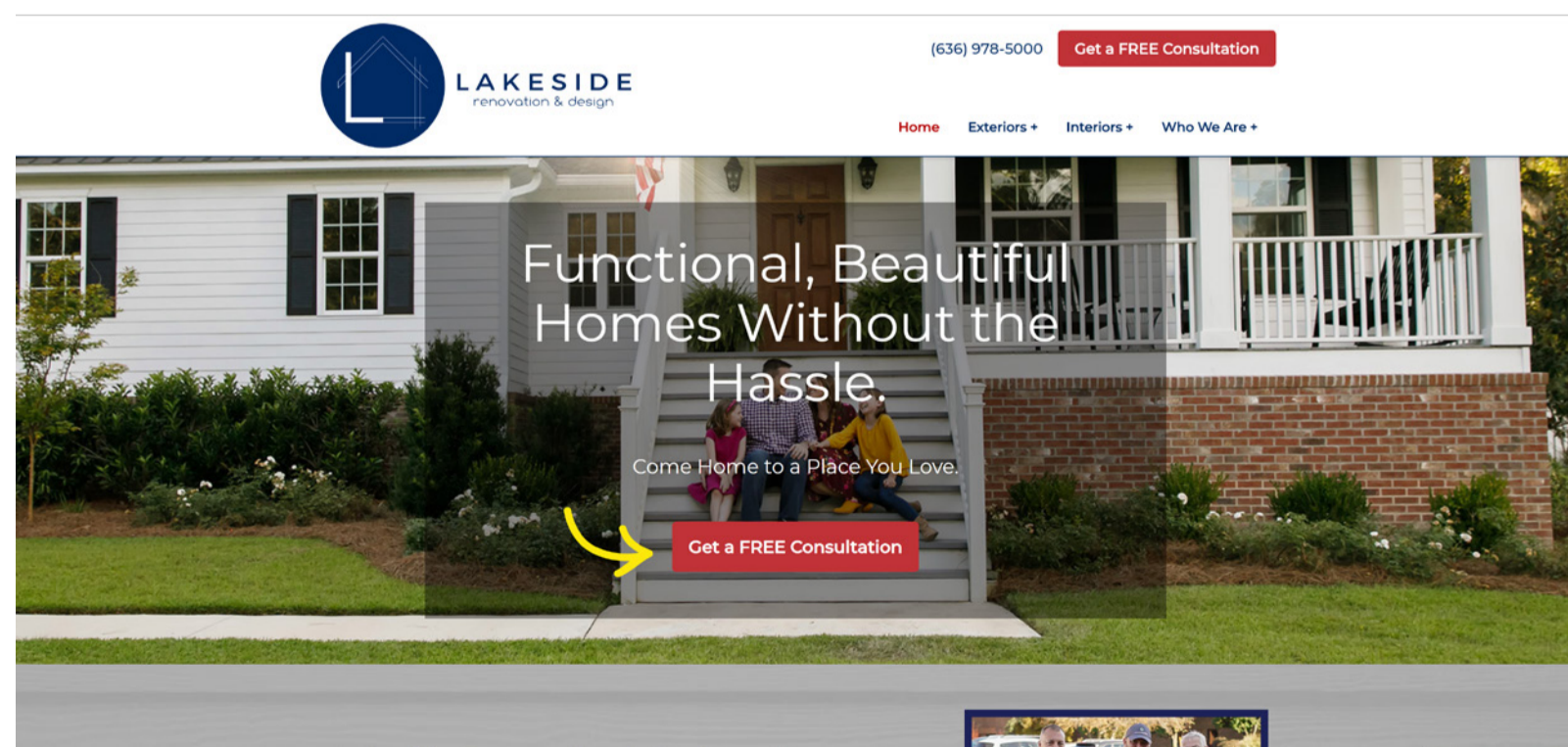
### KEY FOCUS POINTS

- Use content marketing and link building to increase domain authority.
- Highly focused geo-targeting with digital ads.
- Email marketing campaigns to drive repeat sales.

### WEBSITE BEFORE



### WEBSITE AFTER



**UP 300%**

Organic web traffic has tripled due to high visibility in local search results and a strong online reputation.

### SCOPE OF WORK:

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

LAKESIDERENOVATIONANDDESIGN.COM



“The team at StructureM has been great to work with. They communicate, they do great work, and most importantly they have helped our company experience significant growth.”

-Matt Merrifield, Owner