

Case Study

Small Business Web Design Project Generates \$20,000 in Revenue in Two Weeks

Business: Angelo's Epoxy and Safety Floors, LLC, a Denver commercial flooring company

Project: Design, develop, and market a new website for Angelo's within 30 days to coincide with the rapidly approaching "busy" season

Solution: First, we conducted keyword research to determine frequently searched terms related to Angelo's business. Next, we bench-marked both local and national competitor websites. We studied the design, layout, and content of these sites carefully. This, in combination with our keyword research, laid the foundation for a new content plan.

From here we focused on developing design mockups and writing website content. Our finalized design is shown below:



With a completed website and professionally written search engine optimized (SEO) website content, we launched a Google AdWords pay-per-click advertising campaign that targeted the keywords we identified.

Results:

Despite a low volume of advertising clicks (the local target market is fairly small), Angelo's enjoyed tremendous success less than two weeks after their website went live.

"From our first call to the final product Jason of Spork Marketing was professional and provided superior service to our company. His recommendations added over \$20,000 in revenue to our company within the first two weeks." - Shawn Watters, Angelo's Epoxy and Safety Floors, LLC

Angelo's specializes in installing and maintaining seamless epoxy flooring for commercial and industrial use in the Denver-metro area. Learn more at <http://www.anglosepoxyflooring.com>.