

CASE STUDY

Helping a Garage Door Company Land on the First Page of Google



136%
Increase in
Organic
Sessions

161%
Increase in
Organic
Page Views

150%
Increase in
Organic
Traffic

Overview

Market Hardware helped Desert Overhead Door land on page one of Google search by improving organic, local search placement.

Background

Desert Overhead Door is a family-owned business operating in California's Coachella Valley since 2004.

Whether a homeowner needs garage door remotes programmed for their car, a new garage door, or a repair, Desert Overhead Door services all makes and models of garage doors.



The Problem

Needing to Compete with Larger Companies

To compete with larger companies in the area, Desert Overhead Door needed to improve its SEO strategy to boost organic traffic and get found by more homeowners in the Coachella Valley. With very little market share, the business needed to gain market share by improving its placement on Google.

Additionally, the garage door pros needed help with pay-per-click (PPC) advertising to help increase website traffic and bring in more leads. The company's website also needed a facelift to be more sophisticated and user friendly in order to boost conversions and sales.

The Solution

Building a Modern Website with a Strong SEO Strategy

Desert Overhead Door had heard about Market Hardware through [C.H.I. Overhead Doors](#), a leading manufacturer of high-quality residential garage doors, commercial doors, and rolling steel doors. Monique Childers, VP of Desert Overhead Doors, felt like Market Hardware was a good fit and began working with Senior Search Engine Marketing Manager Lisa Benezra.

First, we undertook extensive keyword research to determine which keywords would be the most effective for Desert Overhead Door, including pinpointing local keywords that would pull in homeowners in the Coachella Valley. Then, we built a modern and mobile-optimized website based on those high-potential keywords.

The new website features intuitive navigation and menus, as well as clear buttons for site visitors to request an estimate, view coupons, or browse a gallery of the company's work. The site also features a full page of testimonials so that site visitors can hear about the quality of Desert Overhead Door's work from actual homeowners.

Once the website was live, we refreshed the company's PPC advertising using relevant keywords with high potential that would help boost paid traffic to the website. We also tackled the following:

- Offsite link building
- Content creation
- Site speed optimization
- Offsite directory listings

The Results

Landing on Google's Page One and Increasing Sales

Working with Market Hardware, Desert Overhead Door has achieved a top spot on Google's page one, reduced its cost-per-click on Google, and increased organic website traffic by 150%. Additionally, there has been a 136% increase in website sessions and 161% increase in page views.

Desert Overhead Door is now ranking on page one of Google for more than 90% of its organic keywords. The increase in visibility has led to an increase in business, which has allowed Desert Overhead Door to add multiple trucks to its fleet.

"We've become more competitive with the other larger garage door dealers in our market," Childers said. "Our new door sales have increased dramatically in the last six months. I attribute it to SEO and the professional, user-friendly website we now have."



The Future

Desert Overhead Door continues to work with Market Hardware's Lisa Benezra on ongoing SEO and Google AdWords efforts.

"Lisa has been a huge help in many ways," Childers said. "She sends me monthly tracking reports, makes suggestions, and informs me of new practices. She's very accessible and is always a pleasure to work with."

Going forward, Market Hardware will be helping Desert Overhead Door with city-specific landing pages, review generation, call tracking, local service ads, A/B testing, and more.



Market Hardware is truly a great marketing partner, it's the best thing we did for our business regarding online marketing.

Monique Childers
VP of Desert Overhead Doors

