

CASE STUDY

Home Inspection Company Leverages Market Hardware to Boost SEO

Sees 20% of New Business from Google Thanks to SEO Strategy



Overview

Crosswind Home Inspection sought an advantage over the competition, employing digital marketing strategies to increase its brand's online presence. The company wanted to drive more leads through digital tactics like SEO to increase monthly appointments.

20%

of all new business directly attributed to SEO efforts

Background

Crosswind Home Inspection offers real estate home inspections. Their service area includes Orange County and South LA County in California. They provide clients with a Spectora report, which is a top-rated home inspection software. In addition, they give each homeowner a home maintenance book. The company has been operating since 2020.

The Problem

New Business Needs to Outpace Competitors and Build a Digital Footprint

Eric Harmon, owner of Crosswind Home Inspection, started the company as a second job. However, as an airline mechanic, he had downtime during COVID-19 and decided to focus more on the home inspection business. “I had to learn very quickly and get everything up to speed at once,” he said.

Eric, eager to attract new customers, knew he could create an advantage by optimizing his website to rank higher in search results. “I figured this was somewhere I can beat them, considering I’m relatively new to the field. I knew I didn’t have the time to manage it properly, so I decided to look for a partner,” he added.

In his pursuit of a partner, Eric had several goals. “I wanted to increase online sales, specifically online inspections. It’s much easier when the booking is online, for the customer and me. I wanted to reach consumers online, which was different from previous marketing to real estate agents or referrals. It was a different target than before.”

While listening to a Spectora podcast, Eric learned of Market Hardware and reached out to talk discuss his goals for his business.



The Solution

SEO-Optimized Website Attracts Clicks

After Eric’s failed efforts with paid ads that proved to be expensive and low performing, he began working with Market Hardware in January 2021 to devise a strategy for Crosswind Home Inspection. The focus would be on improving SEO on the company website. First, the Market Hardware team identified keywords that best correlated with what customers would be searching for when seeking a home inspection company. Second, they improved the way Google reads the website to ensure credibility with Google. Third, the website content was structured and enhanced to be user-friendly and provide key information to visitors fast.



They did a lot of work on my Spectora website, optimizing with more keywords. It took a load off my shoulders. All the work they’ve done has been a huge help.

Eric Harmon
Owner of Crosswind Home Inspections



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The Results

One Out of Every Five Customers Are Now from Google

The SEO optimization techniques worked, earning Eric numerous digital leads. Now, he attributes one out of every five new customers to search. “It took about four months for people to start calling. Now, about 20% of my monthly inspections come from Google, which is because of the work you did.”

Eric most appreciated the flexibility of working with Market Hardware. His key contact at Market Hardware was Matt Horn, and he praised the partnership. “I couldn’t be happier with the service, response and communication. The overall communication has been stellar.”

He continued, “Matt came to me with a plan and goals. He knew where we were and what competitors were doing. Every month, we talk about what they did and what I want to do. He’s flexible with my ideas or shifts in the overall game plan. We work together on the best approach to succeed.”

These results motivated Eric to use leads as a jumping off point, driving him to initiate conversations and network with fellow community members to increase his brand reach.

Beyond just the leads from Google, Eric experienced greater awareness. “It’s helping me build relationships. One client found me on Google, and their agent wasn’t someone we’d worked with before. It was a Google click, but the relationship I’ve been able to build from that click is exponential.”

Eric was also able to save the money he had been investing in Google Ads. “Once I started with Market Hardware, I stopped using Google Ads because organic rankings increased.”

The Future

Expansion of Business and New Tactics Ahead

Eric expressed that he’d like to expand the business. Currently, home inspections are his part-time job, as he is a full-time airline mechanic. Being so busy was a big driver of why he wanted to work with a company to manage his digital footprint.

“Hopefully, at the end of the first quarter next year, I’ll leave the airline and do this full time. I’m not yet at capacity. I could handle more inspections a week. If I can max out my schedule, then I can bring on employees,” Eric said.

Eric’s next tactic he’d like to work on with Market Hardware is geofencing. This allows ads to be targeted to a specific location like a neighborhood or zip code, increasing brand visibility in local communities.

Eric had this advice to other small field service companies. “If growing Google exposure is a goal, and you don’t have time to do it yourself, this is a worthwhile investment. You will make your money back five times.”