

CASE STUDY

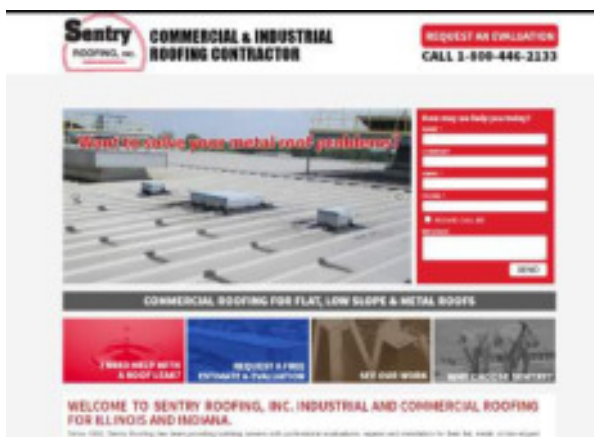
Sentry Roofing, Inc.
www.sentryroofing.com

1. Website

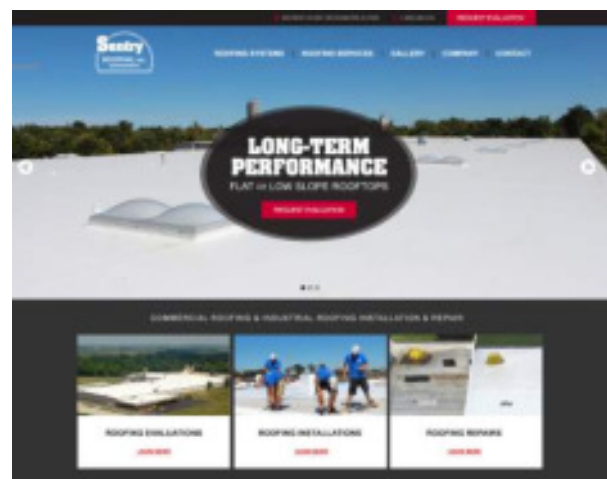
Tim & Gene Fowler of Sentry Roofing approached Awebco in 2017 because they were unsatisfied with the communication from their current website company and the overall performance of their website in the search results.

Our first goal was to develop a new website that was less cluttered, attractive, and had a clear call to action to help guide customers to easily request an evaluation.

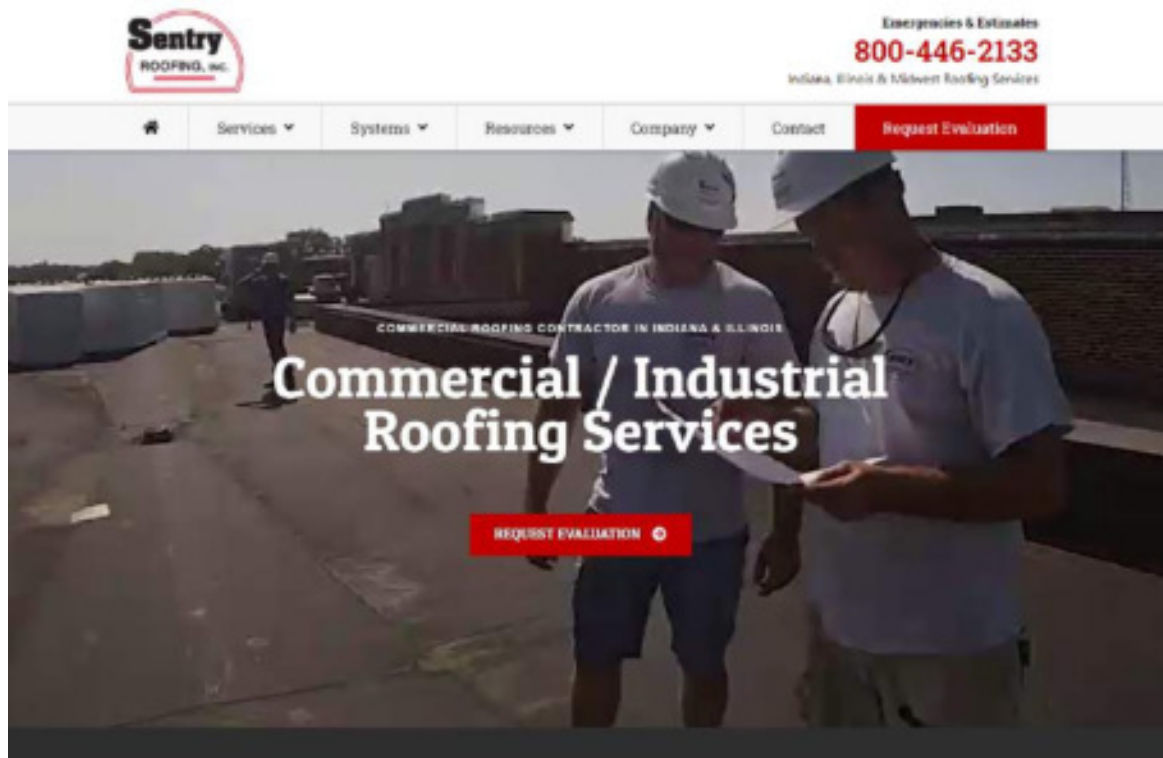
BEFORE



AFTER

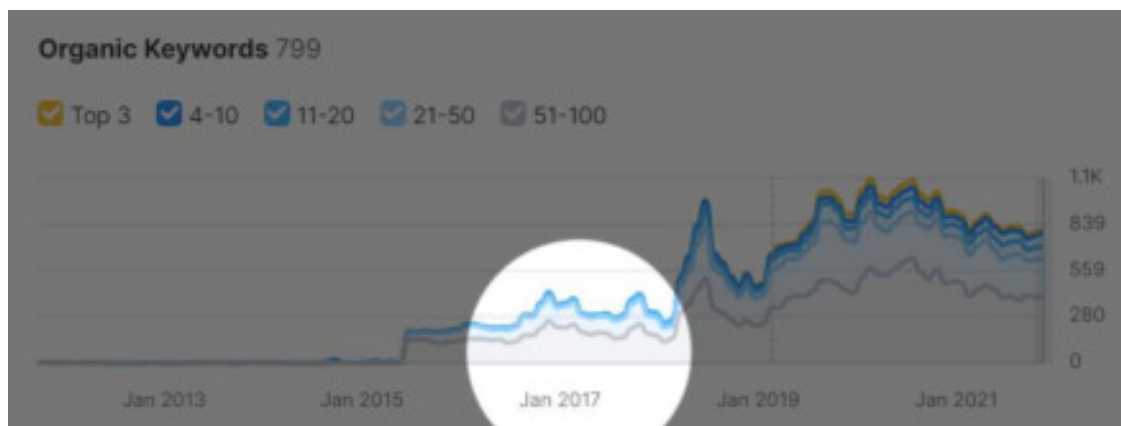


Over the past few years we have made continuous improvements to keep up with industry standards and adjusted the page theme/layout to include a Hero Video, Mega Menu, Mobile Menus.



2. Search Engine Optimization (SEO)

In 2017, Sentry's website ranked for roughly 280 keywords and was difficult to find in the search engines when looking for their services. Sentry signed on to an SEO & PPC Plan in early 2018 to start improving its authority and search engine rankings.



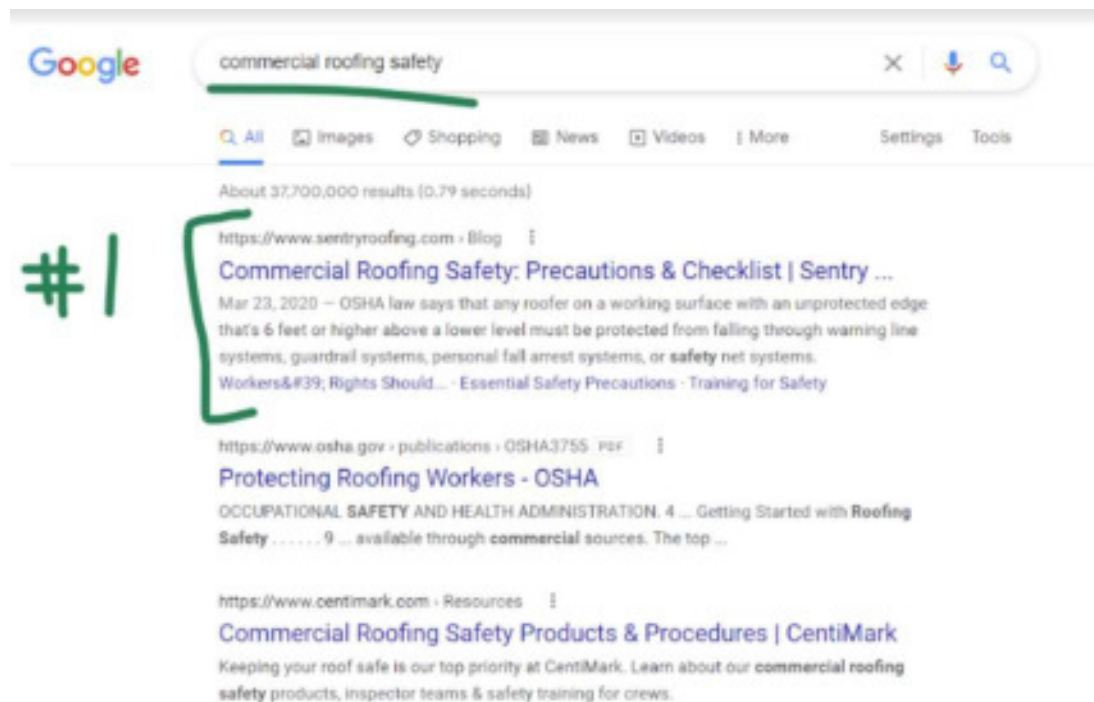
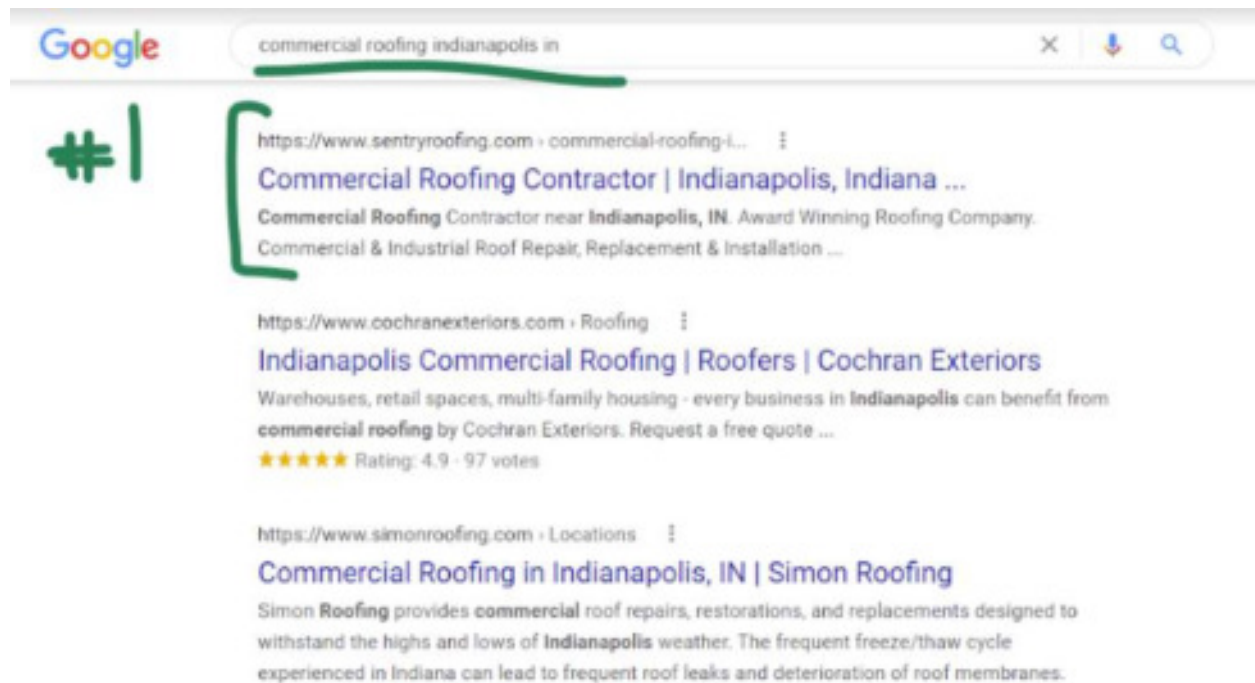
2018 - 2022

We have helped Sentry Roofing improve their overall Domain Authority to DA30+ and have increased their overall monthly search traffic. We have also organically grown their backlink profile without buying a single backlink. Sentry now ranks #1 for multiple industry keywords in their local area and surrounding large cities.



Progress Screenshots

More available upon request



3. Key Performance Indicators (KPI's)

KPI's	2017	2021	%
Website Forms	9	118	1,211%
Calls (GMB)	107	253	136%
Organic Traffic	679	16,557	2,338%
Keywords	291	869	198%
Traffic Cost (value)	\$43.00	\$9.1K	21,062%
Reviews (Google)	3.0	4.8	60%



Gene Fowler
President

Awebco has helped us with artwork for ads, building and maintaining our web site, and in promoting our web site. They are professional, turn projects around quickly and make any edits promptly.

We are confident in their ability to help us effectively market through the internet and we recommend their services wholeheartedly. Our experience with them has been outstanding!



www.awebco.com