



How SCW Creative Renovations Went From A New Business To Generating Thousand Of Dollars Of New Business Every Month!

Who they are



- SCW Creative Renovations LLC
- www.ScwCreativeRenovations.com
- Simsbury, CT
- Carpenter specializing in remodeling, and finished carpentry work

What they needed

- To bring in new customers and build awareness
- To target their core market of home owners looking to remodel
- To distinguish themselves from other contractors in the area.

What Williams Interactive did

- Built a website geared towards displaying their work and to encourage interested prospects to call
- Started off with a small Google Adwords campaign to learn the keywords their customers were using to find them
- Highlight experience and the high level of workmanship they have.
- Using intelligence from Google, WI updated the site's SEO to get high rankings on the left of the search engines
- WI also updated the Local Listings on Google and over 100 other directories to bring in new customers

What Williams Interactive accomplished

- There are around 100 unique visitors every month for this very local site.
- The site brings in around 6-10 very qualified leads for SCW monthly, which brings in thousands of dollars of work every month
- **Cost-effective and timesaving marketing strategy:** The costs of the program has paid for itself over many times over

Dreams Can Come True

Steven Wasseluk started his journey to being a carpenter at an early age. Always taking jobs which required physical work and craftsmanship. Working his way through college, Steve was putting his time in to become a master craftsman. He knew early on he wanted to own his own remodeling business. He graduated magna cum laude with a degree in business management. Shortly after graduating he began to put his degree into experience as he began to lay the foundation of SCW Creative Renovations.

Around this time, Steve married his high school sweetheart Amy, and the two bought a house and began a family by having a child. The responsibility to provide was on Steve's shoulders, and starting a new business was his way to do it.

How He Kept Himself Busy

Starting his business, Steve was in for a wakeup call. All of a sudden all the responsibilities of being a business owner were dependent on him. From getting new business to performing the work, to handling multiple customers, everything was now done by Steve. The most important step was to bring in new customers. He new that

without customers his business would be a short lived idea. Steve initially tried traditional forms of advertising. He quickly found it be less than productive and troublesome to get a good return from.

That's when he brought in Williams Interactive. Steve knew having a website was an essential part of owning a business today. He didn't necessarily know that he could use the website to generate new business for him.

Williams interactive explained to him that that getting on Google through Google Adwords, Search Engine Optimization, and Local Business Listings he can get his business in front of people the moment they're looking for the services he performs.



\$1,000's of work every month! Kevin built my website and handles all my online marketing. This is my only form of advertising! I can't recommend his services enough.

- Steven Wasseluk, Owner SCW Creative Renovations

Williams Interactive took a two phase approach to launching the site on the search engines. In phase I, we needed to find the exact phrases people were looking to find Steve's services. So we launched a google adwords campaign. When people were looking for a kitchen remodel, or a finished basement, his ads would show up. With a controlled budget we were able to keep track of how much website traffic each phrase was bringing to the website and which phrases were turning into actual business leads.

In phase II, we took the keyword intelligence we gathered from phase I to update the Search Engine Optimization and local business listing campaign.

About Search Engine Marketing

Search Engine Marketing allows business owners to reach their customers the movement they're looking for their services. Getting the right message in front of your customers the moment you need them makes Search Engine Marketing one of the most effective forms of advertising.

The 3 Types Of Search Engine Marketing For Local Business Owners

- 1. Google Adwords** - Pay only when someone clicks on your ads. A great way to quickly test market messaging and the best way to really find out the keywords your customers are searching to find your business.
- 2. Search Engine Optimization** - Refers to how the website ranks in the natural and free side of Google. It's important to know the language your customers are using before beginning a search engine optimization campaign because getting a top ranking can take time.
- 3. Local Business Listings** - The new yellow pages. These are the free listings google is giving away to local business owners. While they are free, there's quite a bit to understand in order to get a number one ranking listing.

For More Information Please Visit:
www.KevinMWilliams.com



The Results

A few months after launching phase II, Steve's site was all over Google for actual keywords he knew were going to bring in business. The effect was dramatic. He began getting phone calls from prospects that were very interested in his work. It had such an impact, that Steve backed off from all other forms of advertising and solely focuses on the web. See Below of a screenshot of SCW dominating the search results.

The screenshot shows a Google search for "renovations in simsbury". The results are dominated by local business listings and the client's website. Red boxes and arrows on the right side of the image point to specific search results with the following labels:

- Local Business Listing**: Points to the top search result for "SCW Creative Renovations LLC Carpenter in Simsbury".
- Client's Site**: Points to the search result for "Carpenter in Simsbury CT | Discover SCW Creative Renovations LLC Today".
- Client's Site**: Points to the search result for "Home Remodeling Simsbury CT | Discover SCW Creative Renovations ...".
- Directory Listing**: Points to the search result for "SCW Creative Renovations, LLC in Simsbury, CT - Best of the Web Local".
- Web 2.0**: Points to the search result for "Carpenter in Simsbury CT".
- Social Bookmark**: Points to the search result for "bathroom renovations in simsbury - Jumtagas from swwcreative".
- Web 2.0**: Points to the search result for "Home Remodeling Simsbury CT".
- Web 2.0**: Points to the search result for "Home Remodeling in Simsbury CT - Home Remodeling in Simsbury CT".
- Web 2.0**: Points to the search result for "Carpenter in Simsbury CT Home - Carpenter in Simsbury CT".
- Web 2.0**: Points to the search result for "Home Remodeling Simsbury CT".