## INCREASED LOCAL & FACEBOOK TRAFFIC & LEADS IN SIX MONTHS

## **Business Challenges**

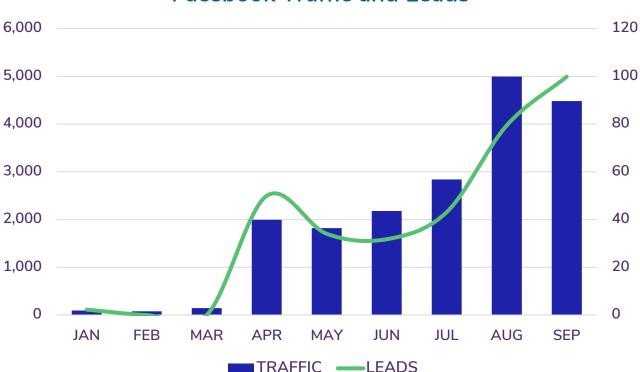
(un) common

- Recent name change and new program weren't known in the marketplace
- Inconsistent listings discouraged traffic from converting
- Increased competition in a growing industry

## (un)Common Approach to SEO

- Created consistent and enhanced local listings
- Optimized Facebook business page and appeal
- Used Facebook categories to assist in platform searches





**Facebook Traffic and Leads** 

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