

Use Case: Bee Windows

Being one of the largest window replacement companies in Indiana, Bee Windows must maintain a high level of sales per month to continue to grow and fund their multiple locations. Given the escalating cost of marketing, with PPC costs going up much faster than other operational costs and facing the need to implement an effective and low-cost marketing solution, SBO fit their needs perfectly. Bee Windows was able to utilize SBO's ability to target specific keyword phrases, allowing Bee Windows to target their high-income services and grow their business customer base.



Recognizing the need for a more sustainable and financially viable approach, Bee Windows embraced the opportunity provided by Search Box Optimization (SBO) services. SBO offered a compelling alternative with its low fixed-local monthly fee, presenting a stark contrast to the variable and often high costs associated with traditional digital advertising methods. This shift to SBO not only promised to lower their overall marketing expenses but also provided a strategic advantage in online search visibility.

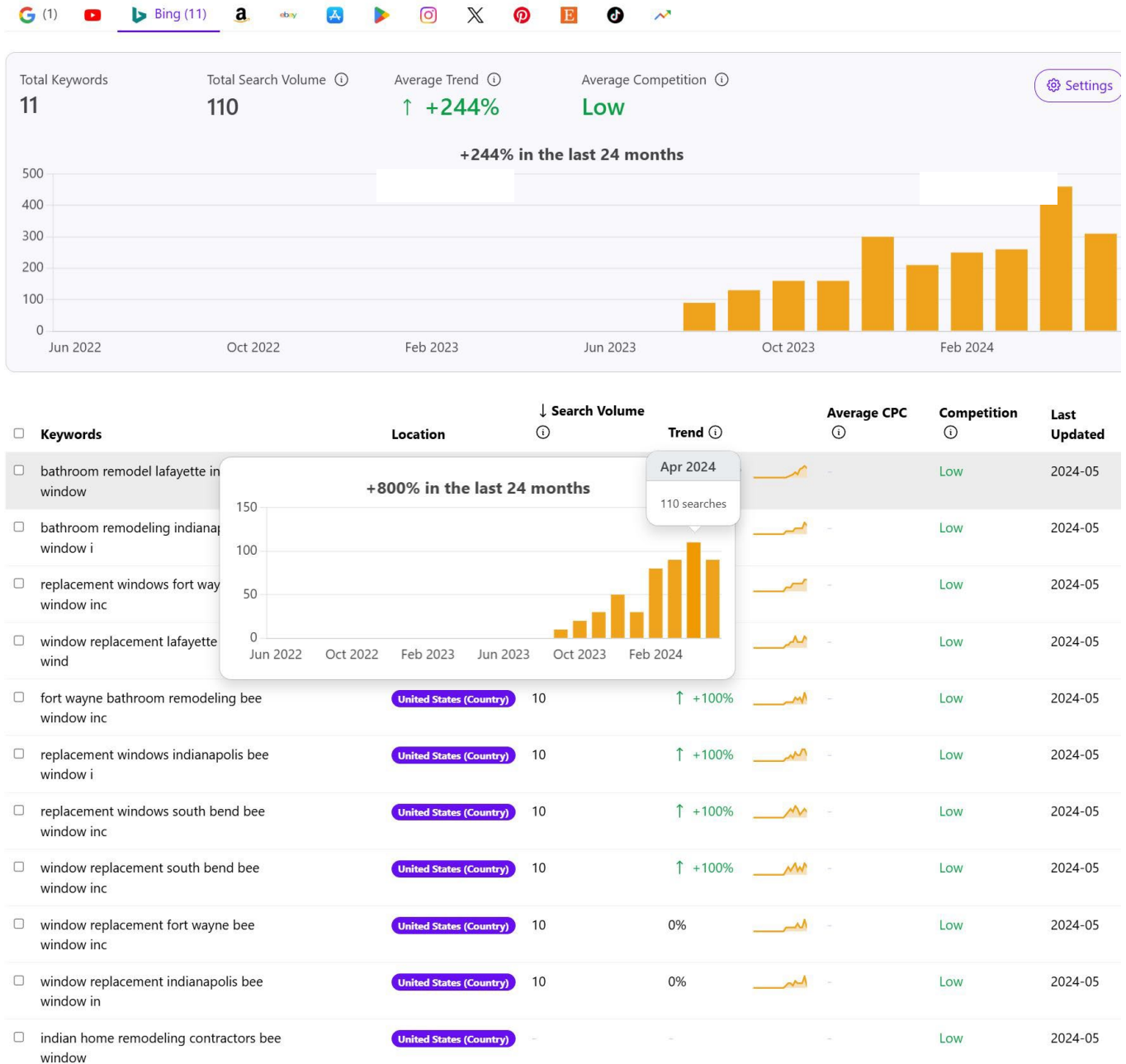
Bee Windows strategically invested in "window replacement" and "home improvement" keywords within four key areas, such as: **"Window Replacement Indianapolis"**, **"Window Replacement Fort Wayne"**, **"Window Replacement Lafayette"**, **"Window Replacement South Bend"**, **"Indiana home remodeling contractors"**, among many other keyword phrases, aiming to maximize their reach and effectiveness in these targeted locations. By adopting SBO, they positioned themselves to achieve more efficient customer acquisition, leveraging the power of search engine autosuggestions to drive relevant traffic to their website at a substantially reduced cost. This strategic move marked a pivotal step in optimizing their marketing spend while enhancing their online presence in the competitive window installation market.

Results and Impact

The implementation of Search Box Optimization (SBO) for Bee Windows yielded impressive results, significantly enhancing their online engagement metrics. The following key outcomes were observed:

- **Increase in Sessions:** Bee Window realized an immediate uptick in website traffic, enjoying a 58% increase. This substantial growth indicates that more potential customers interacted with the website, reflecting enhanced online presence and visibility.
- **Growth in Users:** The number of unique users visiting Bee Window's site saw a remarkable 31% rise, escalating from 832 to 1,092 users. This indicates that the SBO campaign effectively attracted a larger audience, reaching more individuals seeking windows.
- **Improvement in Bounce Rate:** The bounce rate significantly decreased nearly 20%, which dramatically improved the brand's separate SEO efforts. This major reduction suggests that the visitors were more engaged with the site's content, spending more time and exploring more pages.

Report showing traffic specifically from the SBO marketing campaign.



This graph report shows several reports showing the monthly clicks on the keyword phrases in the autocomplete. This report shows the customers who actually clicked on the Bee Window link in the autocomplete, when the potential customer was doing an online search.

This captures the customer at the moment they are wanting to purchase, and directs them to a page which, in the most part, only shows links to the Bee Window website, videos, and listing pages.

Conclusion

Client Testimonial: *“Implementing the Search Box Optimization program has been the single most effective marketing program we have ever put into effect. It works and is extremely cost effective.”* CEO, Bee Windows, Inc.

These results collectively demonstrate the effectiveness of the SBO strategy in boosting Bee Windows's online engagement and reach. The increase in both sessions and users highlights the tool's ability to help clients attract and retain a larger, more engaged audience. Overall, these metrics validate the success of the SBO campaign in achieving more meaningful interactions with potential customers, all while optimizing the marketing expenditure.