

IMPROVED BRANDING, LEAD GENERATION, AND SEARCH VISIBILITY

Pavertime is a company that specializes in paver installation, design, and permeable paver water retention solutions for new construction or upgrading existing projects. The Pavertime team needed help generating better lead results from traditional contractor channels and Google Ads efforts, as they needed to produce a better return on investment. Our overall solution to combat the problem was to revamp the ads strategy, improve their branding, and implement a comprehensive digital marketing program, which increased leads and improved business growth.

New Logo

After

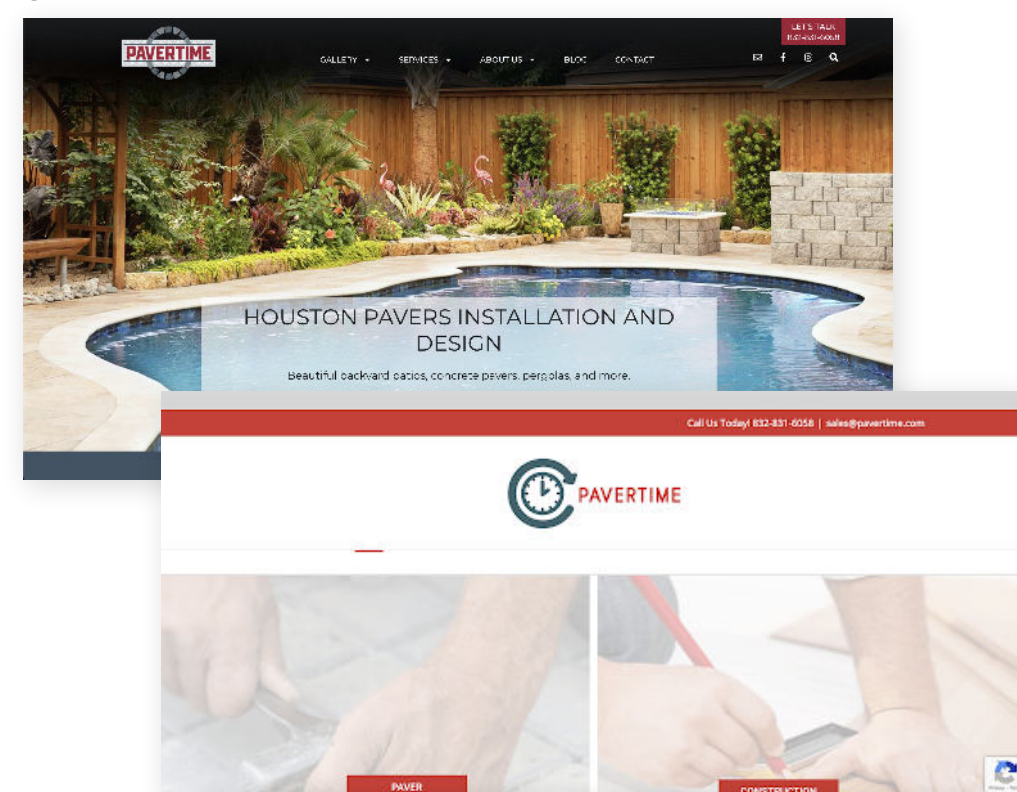


Before

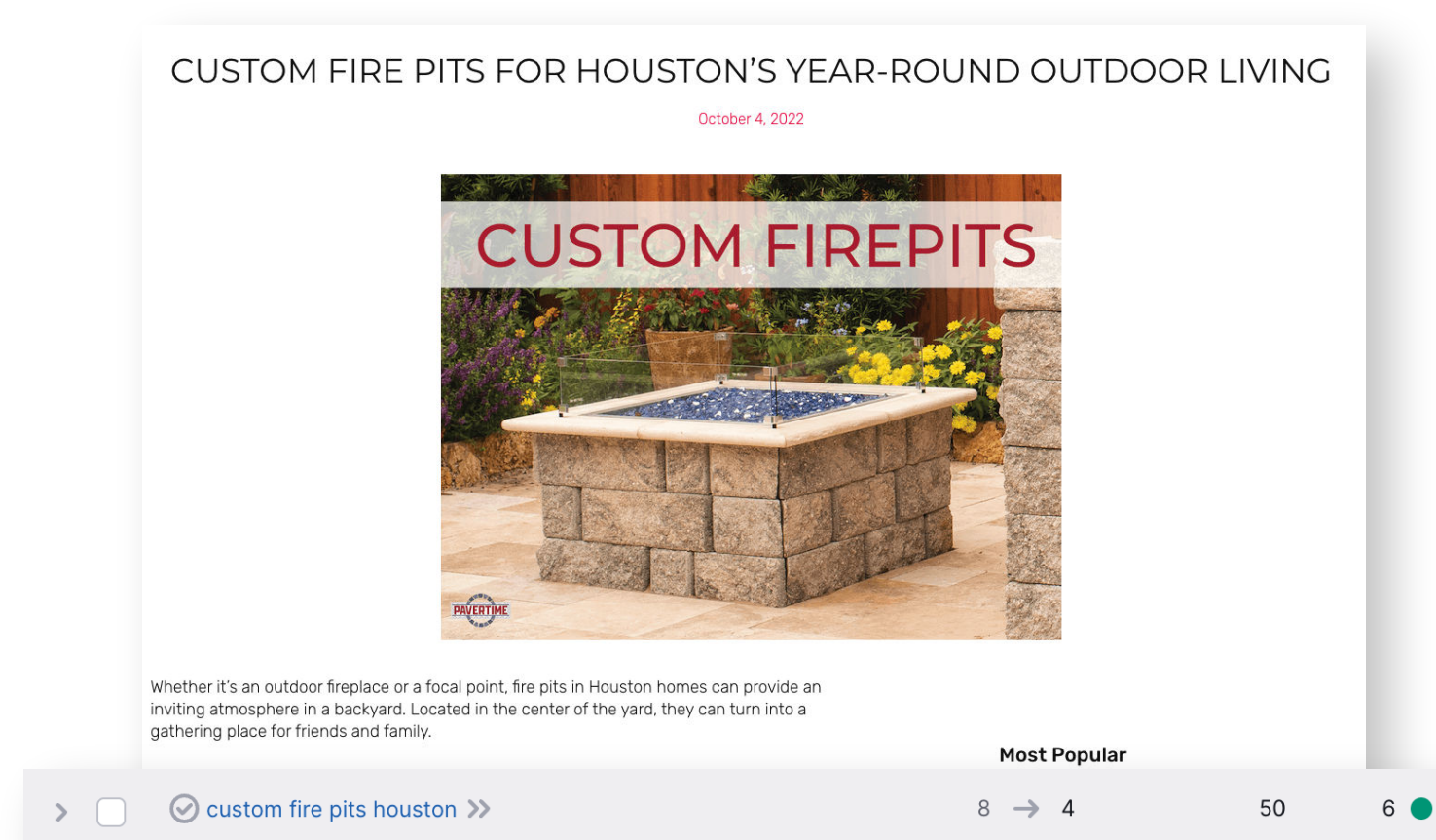


New Website

After



Before



Social Media



The Results

Professional and credible brand

311%
growth in keyword rankings 2020 vs. 2022

150%
growth in organic search traffic YOY

109%
increase in website traffic YOY, including direct and ad traffic

Average lead cost from Google Ads **reduced to \$100.21**;
Average lead cost from Facebook Ads **reduced to \$72.79**