

# 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**

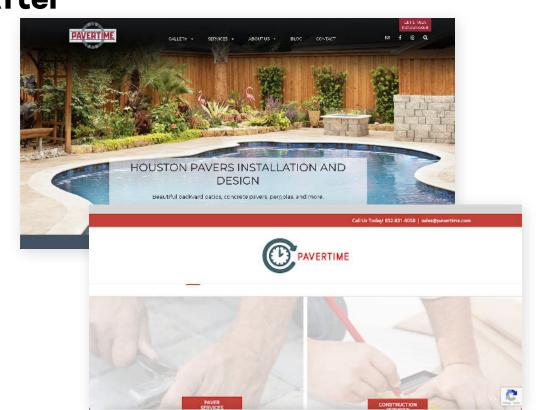


## **Before**



# New Website Blog Keyword Rankings Social Media

# After



# Before

# CUSTOM FIRE PITS FOR HOUSTON'S YEAR-ROUND OUTDOOR LIVING Custom FIREPITS CUSTOM FIREPITS Whether it's an outdoor fireplace or a focal point, fire pits in Houston homes can provide an inviting atmosphere in a backyard, Located in the center of the yard, they can turn into a gathering place for friends and family. Most Popular © custom fire pits houston >> 8 → 4 50 6

## 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** 







