

Case Study: Kohls Foam Systems



Client Name: Kohls Foam Systems
Web Site: www.kohlsfoamsystems.com
Principles: Pat & John Kohls
Location: Young America, Minnesota
Industry: Commercial Roofing, Flat and Low-Slope Roofs

Services Provided:

- Web Site Design, Software Services, Website Hosting
- Pay-Per-Click Search Engine Marketing
- Search Engine Optimization
- Social Network Marketing
- Ongoing internet Marketing Consulting

Situation: Kohls did not have an existing Web site, and needed to know what was involved in developing one and in making it visible to attract new business. Due to the short season available for commercial roofing, the Web site needed to be active by early June. Company growth had been steady but slow since 1987. One focus of their business was to expand their season by reaching the southern U.S. market.

Success Story: Within a few months of launching their PPC and search engine optimization campaigns, Kohls received several hundred thousands of dollars in business from their website. They now have clients from Minnesota to South Carolina to Colorado and are breaking into several new market areas. Their website has been so successful that they doubled their amount of roofing equipment and gained additional certifications to allow them to operate in new locations.

This is the first ranking report summary for www.kohlsfoamsystems.com This report was produced six weeks after initial search engine submission. At the time of this report, only two of the three major search engines had begun to examine the Web site. The detailed section of the report shows positioning for each keyword on each search engine. The total length of this report was 55 pages.

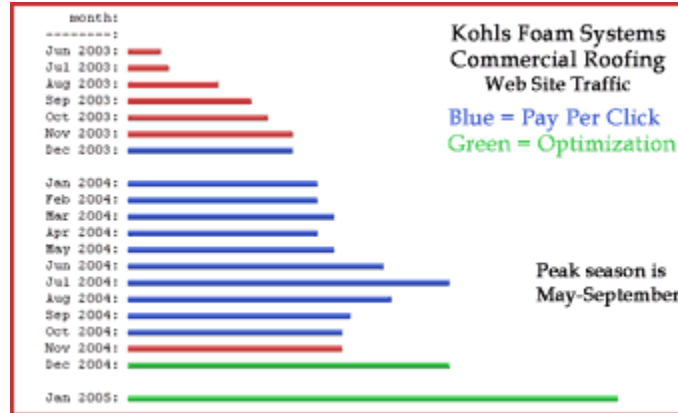
Search Engine Visibility Statistics				
First Place Rankings: 141	Top 5: 275	Top 10: 353	Top 20: 418	Top 30: 463
Keywords: 33	Engines: 28	Visibility Score: 7884	Visibility Percentage: 17.73%	

E-mail received on January 26, 2005 from Pat Kohls: *"I am in Vero Beach, Florida today meeting with numerous prospects. Our website has been providing us more leads in the last couple of weeks than I had in an entire season. We are extremely excited about 2005!"*

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The graph below reflects monthly Web site traffic from when the website was activated through January, 2005, just after the initial SEO report was run.

- Pay-Per-Click (PPC) services were initiated on November 28, 2003.
- Search Engine Optimization (SEO) was submitted on Nov 26, 2004 (bottom two bars).
- Both PPC & SEO were implemented in the middle of the "slow" season for Kohls Foam Systems.



This chart was recently updated to show the results of additional Search Engine Optimization and social network marketing:

