

CASE STUDY



HOME INSPECTION OF MARION COUNTY



Company Overview

Home Inspection of Marion County is an InterNACHI member who provides professional home inspections to home owners, commercial, and insurance agencies in Marion County, FL and surrounding counties.

Cory Pool's father started the inspection business many years ago to provide honest and professional home inspection work to future home owners. After Cory's father retired this past year, Cory took over the business and understood he needed to move into a new decade with his company branding to help his business continue to be successful.



Challenge

Home Inspection of Marion County needed a branding facelift. The business was using the same website since the start of the business (back in the 1970s-80s) and was not being found online, where many of the company's potential clientele was looking.

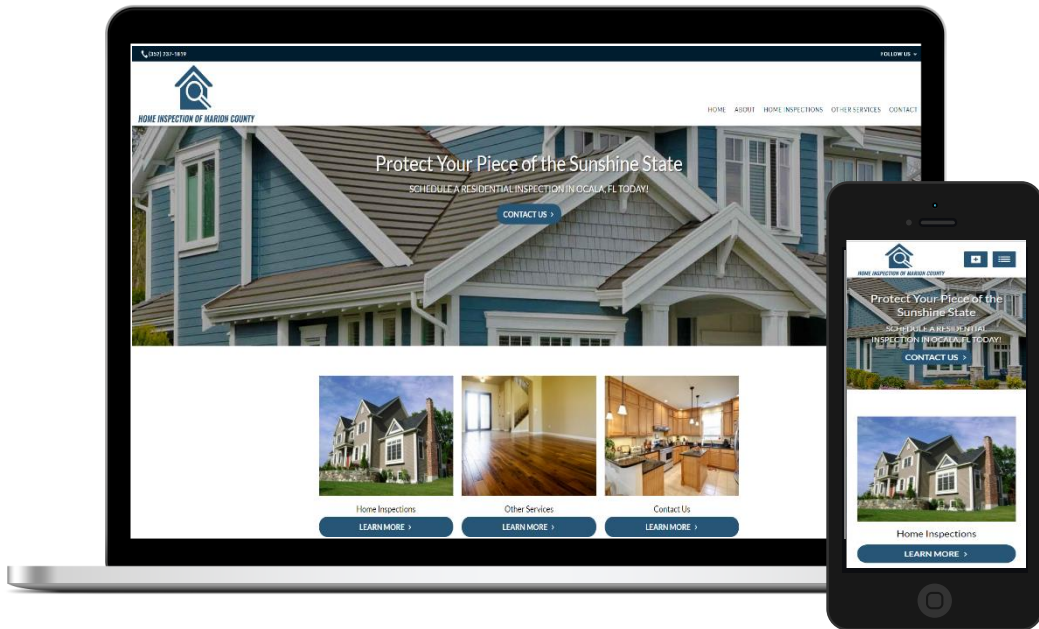
- After his father's retirement, Cory knew he needed to update the company's website to a more current and accurate representation of the business
- Cory tried to use Google Adwords but could never get the business ranking in searches. He found he was spending the majority of his marketing budget on this and wasn't seeing results.
- Home Inspection of Marion County tried talking to a few local marketing companies, but all of them quoted him anywhere from \$3000 - \$5000 to build him a website and get him ranking.

Home Inspection of Marion County needed a company that could build a website and help him get ranking without the hefty price tag, or Cory would end up doing all of the work himself.



Solution

- Home Inspection of Marion County knew it needed an updated website that was current and easy to navigate.
- After reviewing the current website, Townsquare Interactive consulted with Cory to design a modern website that would work for his customer base and convert business.
- Townsquare Interactive optimized the website for search engines and online directories to drive new and existing clientele to his website to help him continue to grow and attract more customers.
- Today, a Dedicated Marketing Specialist from Townsquare Interactive partners with Cory to go over his progress every month and updates his website as needed.



- ✓ Ongoing design updates
- ✓ Mobile responsive
- ✓ Built for search engines
- ✓ Examples of work
- ✓ Call to action
- ✓ Easy navigation

Results

- From December 2016 through March 2017, the Townsquare Interactive campaign for Home Inspection of Marion County helped increase the business' insurance inspection revenue by \$7000-\$8000.
- Cory saw his company start ranking first in Google searches 45 days after he started with Townsquare Interactive in December 2016; and since then, the results have consistently been on the first page.

Keyword	Ranking
Residential Inspections ocala fl	Page 1
Commercial Inspections ocala fl	Page 1
Home Inspection Service ocala fl	Page 1
Pool and Spa Inspections ocala fl	Page 1
Radon Testing ocala fl	Page 1
Mold Testing ocala fl	Page 1
Electrical Inspections ocala fl	Page 1

- ✓ Lifetime Page Views: 1,270
- ✓ Average Monthly Page Views: 513

“With our current website we can finally look at updating our name and company branding.”

Cory Pool – Owner, Home Inspection of Marion County

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“Jayme was great at setting reasonable and honest expectations when we were looking to go with Townsquare Interactive, and Whitney, our Dedicated Marketing Specialist is always responsive when I need to make updates to our website.”

Cory Pool
Owner, Home Inspection of Marion County

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when potential clients
search for you?**

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