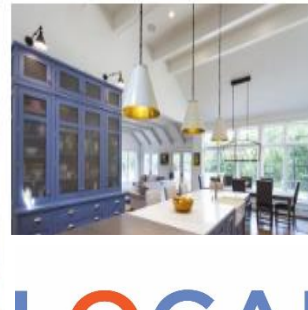


Welcome to Jacob Evans Kitchen & Bath

Website Case Study

Kitchen & Bath Design Services in Pittsburgh, PA

Pittsburgh's Top Remodeling Designers



[View Our Portfolio](#)

About Jacob Evans Kitchen & Bath

Jacob Evans is a kitchen and bath company that creates stunning living spaces for clients in the Pittsburgh, PA, area.

Michael Bonato, owner of Jacob Evans Kitchen & Bath, knew his website needed a new look as it had been about 9 years since the site was last updated. He wanted a responsive site that worked well not only on desktop and laptop computers, but also for mobile and tablet.

Top Business Services Jacob Evans provides:

- Kitchen Remodeling
- Bathroom Remodeling
- Kitchen Cabinets
- Kitchen Design

Previous Digital Marketing Experience

Michael approached a digital marketing firm to discuss their services, however, he was disappointed with the long process and extensive paperwork that the firm required to get started.

In addition, the firm did not provide essential digital marketing services, such as SEO, local listing management, PPC or review management, and offered no way to track site traffic, leads or search engine ranking performance.

Why Jacob Evans Chose Locallogy

Michael knew about Locallogy through his affiliation with BKBG (Bath & Kitchen Buying Group) so he decided to reach out. Much to his surprise, the fees to create a new site were very reasonable and the process was streamlined, making it less time-consuming from his side to get the project completed.

With Locallogy's digital marketing experience for remodelers, plus the fact that they worked with many of the BKBG Kitchen and Bath dealers, Locallogy was an obvious choice.

Main Goals for New Website & Digital Marketing Campaign

Moving forward with the digital marketing campaign, Locallogy decided to focus on these goals:

- Upgrade website to a responsive platform catering for BOTH mobile and desktop
- New site design to have a fresh, modern look (the old site had an outdated design)
- Create a layout that is easy for users to navigate and find relevant information
- Increase local search result rankings on Google and
- Turn more visitors into leads by increasing conversion rate
- Add a photo gallery to display a portfolio of work on website

- Incorporate Showroom Showcase feature into the site to attract prospects to the showroom

New Digital Marketing Efforts

After a review of the existing site and an SEO performance analysis, Locallogy determined the best course of action to upgrade the website and grow their online presence. It was agreed Locallogy would incorporate the following features for Jacob Evans:

- Brand New Website
- SEO – both on-site and off-site
- Local Listing Management and Citations
- Review Builder
- Showroom Showcase

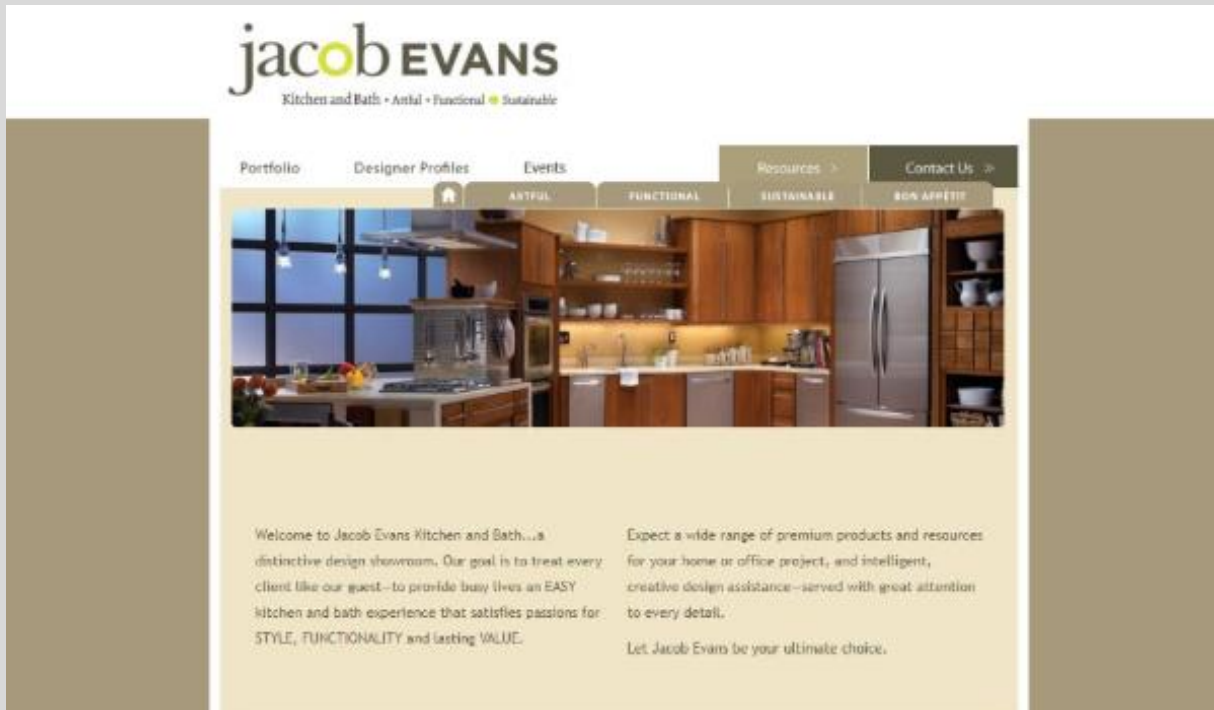
Web Design Process

Beginning in December 2017, the Locallogy team spent approximately 3-weeks creating a brand-new website. The new site build included:

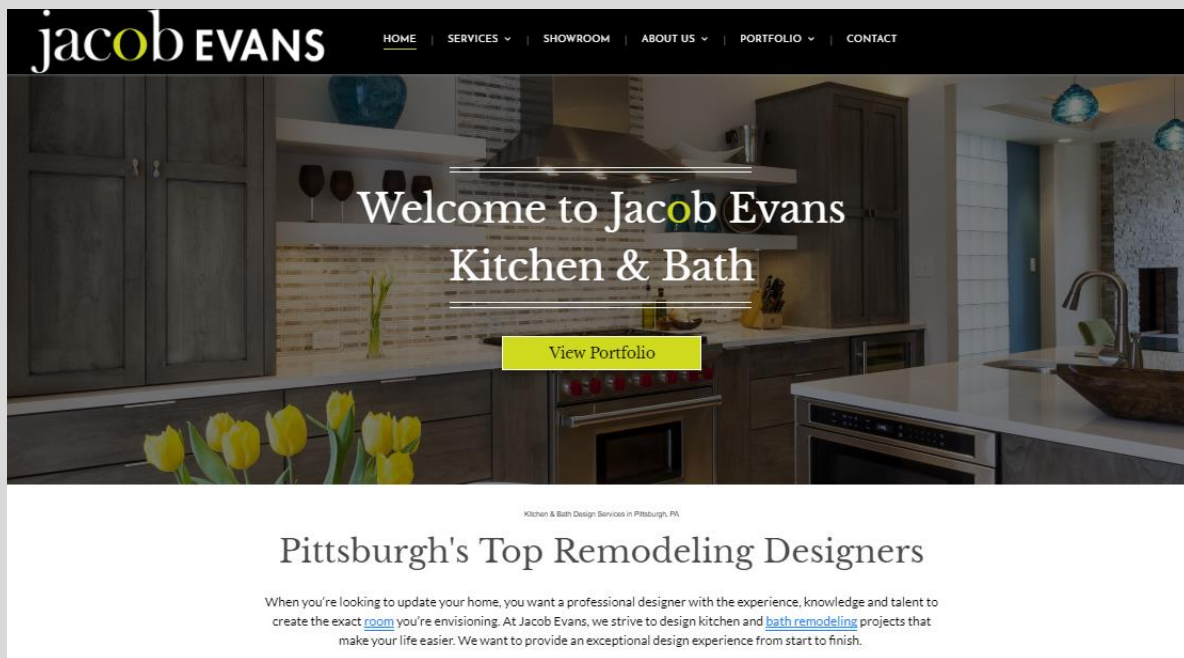
- SEO optimized content on each page
- Customized site design
- Optimized site map
- Adding Images
- Site SEO optimization
- Schema code

Following the initial build, the new website was sent to Jacob Evans for review. Michael and his team worked with the Locallogy team on a few minor changes, and the website was finalized and launched in February 2018.

Original Site



New Site – [Click Here](#) to Visit Jacob Evans



Results

SEO Service

Individual pages were created for each of the services offered by Jacob Evans. The content was optimized to target specific keywords that correlate with both the services offered and Jacob Evans' geographic location.

The keywords Locallogy deemed the best to target included the following:

- Kitchen Remodeling
- Kitchen Design
- Kitchen Cabinets
- Kitchen Countertops
- Bathroom Remodeling
- Showroom

These keywords were optimized to show up for Pittsburgh, PA.

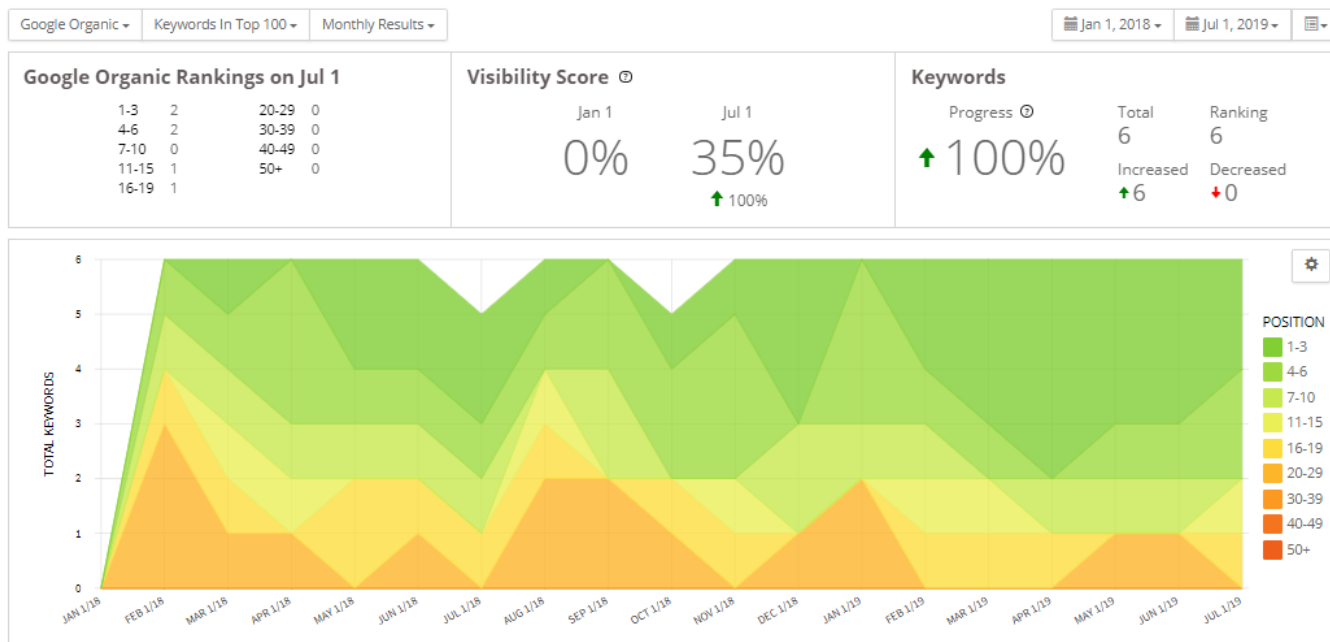
Organic Ranking Results

Two months after the site was launched - **4 keywords** were listed in **top 10 of Google listings**.

Six months after the site was launched - **5 keywords** were listed in **top 6 of Google listings**.

In August 2019, Jacob Evans continued to rank high on Google organic listings. The keywords listed on the first page of Google listings include:

- kitchen design Pittsburgh, PA
- bathroom design Pittsburgh, PA
- kitchen cabinets Pittsburgh, PA
- kitchen remodeling Pittsburgh, PA
- bathroom design Pittsburgh, PA
- kitchen and bath showroom Pittsburgh, PA



Organic Ranking Results Jan 2018 – Jul 2019

Organic Site Visits Increased

The site was launched in Feb and all the site visits from the organic listings were tracked. The site visits and phone calls started to pour in right away. The total number of site visits during the first month of the Locallogy service was 240.

Year on year the site visits grew 39.7%

Total amount of site visits during peak season Feb-Jul 2018 was **1677**

Total amount of site visits during peak season Feb-Jul 2019 was **2343**

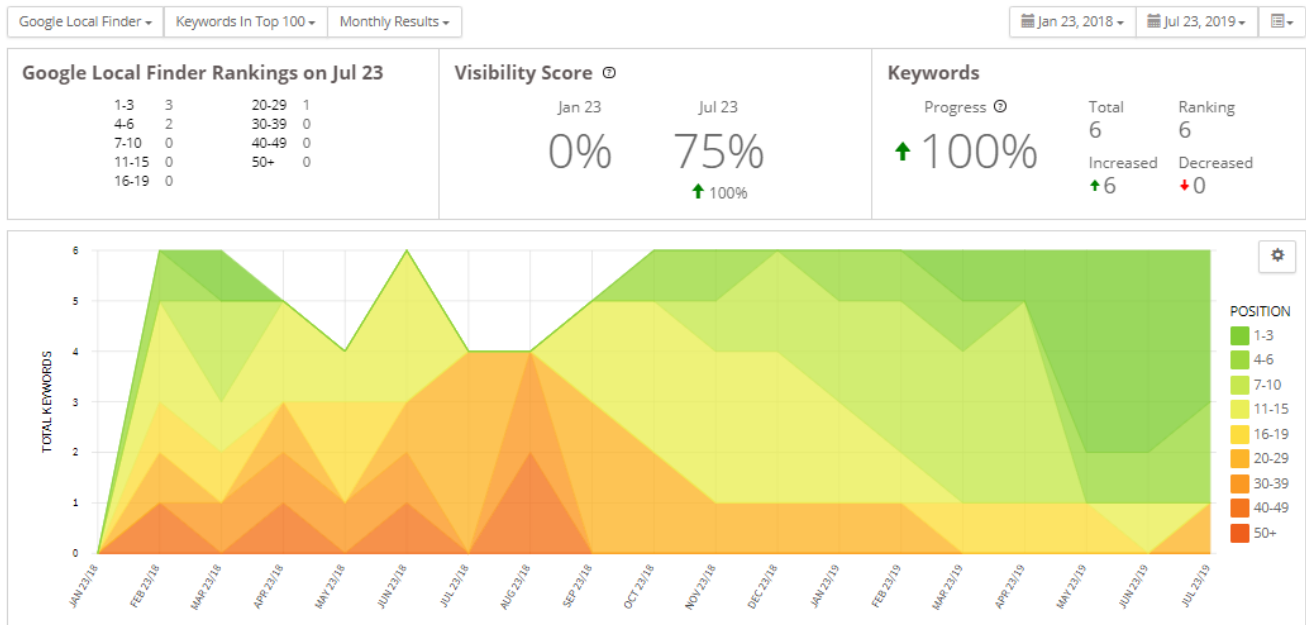
Local Listing Results

Two months after the site was launched - **2 keywords** were listed in **top 10 of Google local listings**.

By August 2019 – **6 keywords** are listed in **top 10 of Local listings**.

The keywords listed on the first page of Google listings include:

- Kitchen design Pittsburgh, PA
- Bathroom design Pittsburgh, PA
- Kitchen cabinets Pittsburgh, PA
- Kitchen remodeling Pittsburgh, PA
- Bathroom design Pittsburgh, PA
- Kitchen and bath showroom Pittsburgh, PA



Local Listings Results Jan 2018 – Jul 2019

The site visits were low before the new site was launched with only 3 site visits in January. In February after the new site was launched there were 41 site visits from local listing.

Year on year the site phone calls grew 50.6%

Total amount of phone calls during peak season **Jan-Jul 2018** was **316**

Total amount of phone calls during peak season **Jan-Jul 2019** was **476**

Local Listing Site Visits are Presented in the “Visits” Column

Michael and the Jacob Evans team are highly satisfied with the results of the new website. The site consistently ranks in online searches and the Jacob Evans Google My Business listing has a strong ranking in local search queries.

Over 53% of their leads now come from organic Google searches.

The new Jacob Evans website and digital marketing strategy has resulted in projects booked as far as six months in advance!

Contact Us

Contact Locallogy to speak with our digital marketing experts to find out how we can help grow your business.

Phone: 877-572-4072

Website: www.kitchenandbathmarketing.com