



# J&J Tile Source Case Study

Website & Listings Campaign

## At a glance

J&J Tile & Marble partnered with Evolv to overhaul their digital footprint after years of poor website performance, low visibility, and inconsistent listings. The team at Evolv built a new website with a home visualizer tool, revamped their local SEO, and launched a full listings and ad strategy to increase traffic, improve user experience, and drive qualified leads. The results show strong growth in a short period, supporting the value of a comprehensive marketing overhaul.

## Key metrics

In 2024 alone, J&J Tile Source was able to drive the following results with our team.



**20,000+**  
Non-Ad Impressions



**842**  
Phone Calls



**935+**  
Showroom Driving  
Direction Requests



1099 Stahl Rd Newburgh IN, 47630



builtbyEvolv.com



18,000+ Merchants Nationwide

## CHALLENGES

- Outdated website and poor mobile experience
- Inconsistent or incorrect business listings across platforms
- Lack of engaging online tools to support the sales process
- No SEO strategy or structured lead generation process
- No way for customers to visualize their products in their homes

## SOLUTIONS

- **Website Redesign + Home Visualizer Tool:** Evolv delivered a new, responsive website with a built-in visualizer tool, giving potential customers a better way to explore design options and contact the team.
- **Listings Management:** We corrected and optimized listings across major platforms, boosting visibility and driving more local traffic.
- **Search Engine Optimization (SEO):** Implemented ongoing SEO tactics to help J&J appear for local and product-based keywords.

## BENEFITS

1

### Increased Visibility and Traffic

The improved listings accuracy and search engine presence resulted in over 13,300 impressions and nearly 3,000 listing actions outside of just Google traffic.

2

### Improved User Experience

The new website structure, mobile responsiveness, and interactive home visualizer helped increase user engagement, resulting in over 10,000 page views and more than 4,100 site visits.

3

### Effective Lead Generation

Through a combination of ads and improved local SEO, J&J generated over 842 phone calls and 965 driving direction requests to their showroom, significantly improving lead quality.

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