

Web.com helps RESTOR grow leads and campaign revenue by up to 40% to support expansion into new markets.



About RESTOR

- www.restorteam.com
- Carmel, IN
- Construction and restoration company specializing in storm damage repair

About Web.com

- www.web.com
- Headquarters in Jacksonville, FL
- Google AdWords Premier SMB Partner

Goals

- Drive large volume of high-quality leads
- Gain exposure for new RESTOR brand in the right markets
- Be present when customers are searching

Approach

- Tweak campaigns daily according to weather conditions
- Optimize ads, keywords and bids for optimal ad rank and high visibility
- Maintain accurate company information in organic results

Results

- Lead volume grew 30% to 45%
- Higher quality leads helped grow campaign revenue by 30% to 40%
- Growth in initial market supports expansion into new markets

Disasters can strike at any time. And when they do, RESTOR helps repair, restore and rebuild to be even “better than before.” Born out of a successful roofing and construction business, RESTOR launched in early 2014 and specializes in water, storm, fire and mold damage repairs.

To gain brand exposure in its first local market of Long Island, New York, RESTOR needed to establish a strong online presence. To do this, it turned to Web.com, a Google Premier SMB Partner with more than one million customers and extensive expertise in managing digital marketing campaigns and search engine optimization (SEO). As a Google Premier SMB Partner, Web.com has proven an in-depth understanding of Google AdWords and account management by passing Google certification and demonstrating digital expertise.

“After lots of research, we found Web.com and selected them for their industry experience, low customer turnover, and familiarity with market trends,” says Dan DiPrima, vice president of the restoration division at RESTOR. He says Web.com’s hands-on approach and frequent communication are crucial for a business like RESTOR, whose campaigns require constant tweaking based on ever-changing weather conditions and storm alerts. “Our close partnership with Web.com has been very successful for our company and our day-to-day operations,” notes Dan.

“With Web.com, we’ve seen an increase in call volume, and moreover an increase in the quality of the calls.”

—Dan DiPrima, vice president of the restoration division, RESTOR

Creating visibility when and where it counts most

One of RESTOR’s main goals is to be present whenever potential customers might need its services. “When a customer’s home or business floods and they’re searching for emergency services that are available 24/7, having that online presence at all times – on desktop and mobile – is vital for us,” explains Dan.

To ensure this visibility at the moment of need, and to help RESTOR stand out in a competitive market, Web.com continuously optimizes RESTOR’s ads, keywords and bids to achieve optimal ad ranking, where potential customers are most likely to see RESTOR’s ads. When storms and harsh weather roll in, Web.com bids more aggressively to make sure RESTOR’s ads will be front and center when people are searching for help. Web.com also maintains an accurate Google Places for Business listing for RESTOR, which appears in the search results and on Google Maps, and its SEO services help improve RESTOR’s visibility in the organic search results.

Working with a partner improves lead quantity – and quality

Another primary goal for RESTOR is achieving a strong volume of high-quality leads. “With Web.com, we’ve seen an increase in call volume, and moreover an increase in the quality of the calls,” says Dan, noting that the proportion of solicitation calls to high-quality leads has markedly diminished. “On our New York campaign, we’ve seen call volume grow by 30 to 45 percent,” he observes, “and we’ve seen revenue from this campaign grow by 30 to 40 percent from these higher quality calls.”

Building toward continued success

Following the promising debut of its New York business, RESTOR has expanded its services to the Indianapolis market, and the company hopes to launch in another three to five markets this year. Dan credits RESTOR’s partnership with Web.com for delivering the necessary results to support this expansion. “Our growth is their growth,” he says. “The larger we grow, the more markets we can open with Google and Web.com.”

As RESTOR continues to strengthen its presence in markets both current and new, it will continue drawing on Web.com’s expertise to stay ahead of the game when it comes to new Google tools and marketing opportunities. “It’s definitely important to work with a partner,” says Dan, adding, “We’ve been very happy with our outcome so far.”

