

Turning the Page on Results

8.7% Increase in 3 months for storage unit company

Here is how we did it!

The Setting

AA Northland Stor-All has served the Kansas City area for over 25 years by providing high quality storage units and storage solutions. They provide clean facilities that are safe and secure, and personalized customer service.

The Conflict

When AA Northland Stor-All came to us they had concerns that they were not receiving enough new business from their website, despite being happy with the design and positive feedback from friends and family.

Getting opinions from friends and family is, typically, a convenient method of gathering feedback for a busy small business owner. However, when it comes to establishing an online presence that will stimulate business growth, a professional evaluation is required.

Upon reviewing the website, Turn The Page discovered that the website content and design were, in fact, not effective in driving or converting traffic. A new website was needed in order to drive more traffic to the website and acquire the new potential customers that AA Northland Stor-All desired.

The Plot

Turn The Page Online Marketing had two key considerations to consider in order to implement an overall online marketing strategy that would deliver the results AA Northland Stor-All was seeking.

- Website Optimization
- Online Presence

Turn The Page developed a strategy to increase AA Northland Stor-All's online presence by creating links back to their website through the use of directory listings and blog commenting tactics. This would also ensure that all business information, as well as images and content, were relevant and consistent across all online platforms. By establishing relevancy and consistency, AA Northland Stor-All was also able to increase the local presence of their services and products in organic search results.

Turn The Page[™]
ONLINE MARKETING

The Conclusion

Turn The Page prides itself on providing small businesses with proven results. AA Northland Stor-All was given detailed information regarding their online marketing results which they could measure against their unique business goals. By tracking website traffic through Google Analytics, AA Northland Stor-All was able to see the return on their investment from Turn The Page's online efforts.

Prominence, Relevance, Location: Turn The Page developed a strategy to increase AA Northland Stor-Alls' online prominence by creating links back to their website through business on-page optimization, directory listings, and a white hat linking strategy.

In order to declare AA Northland Stor-Alls' relevance, images and content had to properly reflect their product and service offerings. It was important to relay the correct message to search engines throughout AA Northland Stor-All's online presence.

A Never Ending Story of Success

At Turn the Page, we pride ourselves on happy endings. The old AA Northland Stor-All website was simply not creating new business. Turn the Page turned that around and drove unique traffic through a strategic online plan and the new website which helped convert that traffic to increased sales and new business.

"Since we have worked with Turn The Page we have increased our occupancy by 8%. We are very pleased with our results so far. We expect to be at 95% by the end of August." ~ Kasey Vigen

