

Turning the Page on Results

41% Increase in Unique Traffic in Less Than One Year!

Here is how we did it!

The Setting

Since 1981, DataComm Plus has been committed to establishing lasting business relationships with clients. DataComm Plus offers innovative voice, video, and data networking solutions that increase clients' profitability and gives them a competitive advantage in their marketplace.

The Conflict

DataComm Plus was not receiving enough new business from their website despite being happy with the design and positive feedback from friends and family.

Upon reviewing the website, Turn The Page discovered that the website content and design were not effective in driving or converting traffic. A new website was needed in order to drive more traffic to the site and acquire potential customers for DataComm Plus.

The Plot

Turn The Page Online Marketing had two key considerations consider in order to implement an overall online marketing strategy that would deliver the results DataComm Plus desired.

- Website Optimization
- Online Presence

Turn The Page developed a strategy to increase DataComm Plus's online presence with links back to their website in directory listings, blog comments, and social media interactions in order to ensure that all business information, as well as images and content, were relevant and consistent across all platforms. By establishing relevancy and consistency, DataComm Plus 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 wanted to provide DataComm Plus with results that they could measure against their unique business goals. By tracking website traffic with Google Analytics, DataComm Plus 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 DataComm Plus' online prominence by creating links back to their website through business on-page optimization, directory listings, linking strategy, and a strong social media presence.

In order to declare DataComm Plus' 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 DataComm Plus' online presence.

A Never Ending Story of Success

At Turn the Page, we pride ourselves on happy endings. The old DataComm Plus website was not creating new business. Turn the Page drove unique traffic through a strategic online plan and the new website helped convert that traffic to increased sales and new business.

**"TTP helped me discover the difference between having a great looking web site and a web site that delivered new customers to our door" - Tom Sodemann
Vice President/Owner at DataComm Plus**

