

AIR BOCA
Family owned & operated since 1989

**Residential
Air Conditioning &
Refrigeration**

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Air Boca, a local air conditioning company in Boca Raton, saw an 84% increase in traffic and received 8X more calls a month using online marketing vs. a printed Yellow Pages ad.

THE CHALLENGE

Advertising with Yellow Pages is not only expensive, it's becoming outdated. Air Boca was spending upwards of \$1650/month for an ad in a year-long contract they couldn't get out of. Trying to communicate their needs with whoever they managed to get on the phone wasn't helping.



Air Boca Yellow Pages Ad

SOLUTION

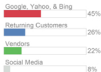
Google now processes over 40,000 search queries every second on average. 43% of internet searches performed today use a local keyword. 86% of those searches convert to a phone call or visit to the physical location. The average Facebook user checks their profile 14 times a day. It is imperative that local businesses have a robust and active online presence.

Air Boca had a website, but they hadn't touched it in years. If they had social profiles, they never posted on them. They had moved locations twice, but they hadn't updated directory sites to their new address. After discovering that online Marketing Costs on average 62% less than traditional marketing, they came to us. With a solution that would update their website and build out and manage their social media for under \$1000/month, they came to the right place.

RESULT

SEO doesn't equal overnight results. With monthly efforts and a website overhaul, Air Boca first began to see an increase in traffic to their social profiles. Eventually the calls started coming in, and they haven't stopped. Last month Air Boca received 16 calls from people who specifically found their site through a Google search. Only 2 calls came from their Yellow Pages ad.

Website Traffic 4/8/15-5/8/15



Average Monthly Call Volume

