



CASE STUDY

Cast Stone Mantels & Range Hoods

Old World Stoneworks produces high-quality cast stone mantels and range hoods with traditional style and timeless appeal.

"Here at Old World Stoneworks, we pride ourselves on our unique ability to customize our products to meet our customers exact needs. Each project is as unique as the customer we make it for."

-Old World Stoneworks

Executive Summary

Old World Stoneworks started with Globe Runner in May of 2014. They had seen consistent organic traffic through 2012 to 2013 and had also dabbled in paid advertising with Google Adwords but had no measurable results on either side. They were a traditionally print based advertising company that was still fairly new to the world of digital marketing and wanted to take their SEM strategy to the next level.

Challenges

The first challenge was the un-optimized website Globe Runner had to work on. Their website platform was very un-flexible and limited in the amount of customization options. That on top of the fact that



bulk edits were nearly impossible on a site that had 60+ products and hundreds of photos meant we had our work cut out for us when it came to up-front and ongoing optimizations for the website. Their site also had multiple quote forms for their different product lines that were bulky and could be considered overwhelming for some users. Our plan was to optimize all the pages on the site as well as find a better way to make requesting a quote as easy as possible for users.

The second challenge was Old World Stoneworks paid search campaigns on Adwords. While they had been running for just under a year, the campaigns were not being tracked properly so the client had no way of knowing what a lead was costing them, much less if the campaigns were even profitable.

How Globe Runner Helped

Globe Runner went through the arduous process of analyzing the website as a whole. We created new product descriptions for each product as well as optimized product titles and product images page by page. Along with these ongoing updates, we also ensured that new quality content was being added to the site through their blog, built up their social profiles and were constantly on the look out for highly relevant link opportunities for their website.

On the paid side, we did a complete account overhaul and restructured their existing campaigns. Through some key insights and ongoing optimization, we were able to

make a big impact on the account profitability.

In 2016, Globe Runner launched a new ecommerce site for the client, a significant development effort that has yielded great results for lead generation to this point.

Organic Results

Our most significant results for organic came in 2015, when Globe Runner puts its full focus on revamping the client's strategy, and we were able to show the value in our approach. Compared to the previous year, 2015 saw:

- 36.02% increase in organic search

When comparing 2016 to 2015, Old World Stoneworks saw the following results:

- 6.23% new sessions as a result of organic search

Improvements to organic results were slow and steady this last year, but the real success came from an emphasis on paid campaigns.

Paid Results

Globe Runner focused on what it identified as the most important platforms: namely, AdWords, Facebook and Bing. We began call tracking on October 2015, which in turn helped with our cost per conversion. In fact, through Bing, Old World Stoneworks received their first online order (a significant achievement for a company that deals in high-quality stone).

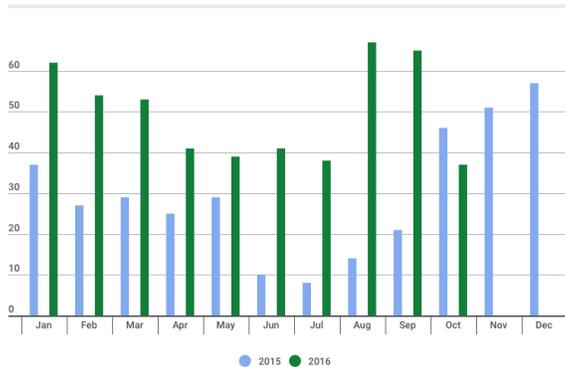
Comparing 2016 to 2015, our AdWords campaign became much more efficient:

- 21.94% decrease in cost per click for AdWords campaigns

Conversions increased dramatically, as evidenced by the following graph (where green represents 2016 and light blue represents 2015).



Adwords Search Campaign Conversions (Phone Tracking Started Oct 15)



expect growth to continue for Old World Stoneworks. While Globe Runner conducted the research and laid out the strategy for success, our efforts would have been less successful were it not for the continued dedication and involvement of the Old World Stoneworks team. Their commitment to taking full advantage of all recommendations and seeing things through to completion, has allowed their business to reap the full benefits of the strategy and ongoing guidance provided by Globe Runner.

Contact Us

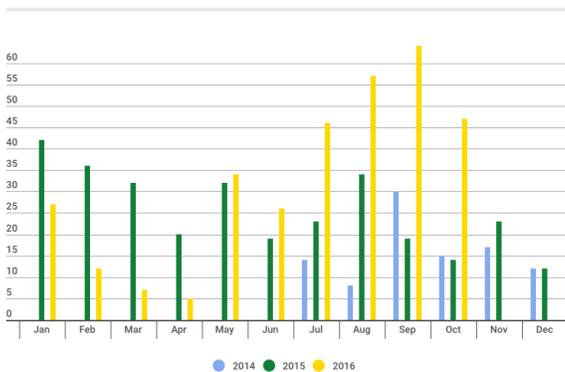
Thank you for reading! If you are interested in similar results for your business, please visit our [website](#) to schedule a meeting or free to give us a call at 877-646-6118.

Our team of digital marketing specialists is ready to bring out the best in your business.

Another avenue that proved successful for Old World Stoneworks was the implementation and optimization of Facebook Ad campaigns.

Globe Runner began running Facebook Ad campaigns in 2015 and has continued to refine them since. In the following graph, the sizeable increase in 2016 conversions (yellow) can be seen compared to 2015 (green) and even pre-Globe Runner in 2014 (light blue).

Facebook Ads Conversions



Conclusion

The results reported in this case study were through December 13th, 2016. We fully

