

Colorado Seamless Gutters is a local, family-owned business which has served Colorado and southern Wyoming since 1982. They believe in providing their customers with the highest quality products, as well as installation that their customers can count on. Between their state-of-the-art 12,000 square foot facility and fleet of gutter trucks, Colorado Seamless Gutters is ready to deliver the finest service in gutter and downspout systems.



## THE CHALLENGE

Colorado Seamless Gutters were previously using yellow pages and direct mail campaigns to gain customers; however, they felt their efforts were falling short—just like the amount of new customers they were getting. That’s when they decided to look into online marketing and decided to use OrangeSoda as their tool to help them expand their customer base.

## THE PLAN

- Gain more prospective clients through both a successful online marketing strategy and website optimization
- Create a PPC campaign with an effective keyword strategy that increases visibility on the web and gets more traffic to their website
- Use SEO to increase a higher page rank in organic searches and ultimately get a high ranking on the first page of search results

## THE RESULTS

- Achieved the #1 spot in Google’s organic search results
- Holds #1 spot in Bing and Yahoo search results as well
- Saw 86 actions (clicks on the listing) within the first month of using Maps
- Seen a large traffic increase to their website which has created more leads, making CSG have one of the best years the company has seen

“Online marketing has helped our company by driving more traffic to our website and in turn has helped create more leads. The leads which were able to turn into sales has helped boost our numbers this year and been a big part of having one of the best years that the company has ever had so we attribute a lot of our success to our online marketing program with the help of OrangeSoda.”

*-Jeff Drugmand, owner of Colorado Seamless Gutters*