



SINCE TRUSTING THE MANAGEMENT OF THEIR ONLINE PRESENCE TO REACHLOCAL, GUARDIAN SCREENS & SHUTTERS ARE SERVICING BETTER CLIENTS THAN EVER BEFORE.

GUARDIAN SCREENS & SHUTTERS

ABOUT

Guardian Screens and Shutters is a family-owned business helping homeowners capture their design visions with traditional service and high-quality products for more than two decades.

CHALLENGE

Guardian Screens and Shutters are in an extremely competitive industry and they only have a limited budget to work with. It's important for them to have a strong online presence where their website appears in the top ten of search engine results. Their website also needed to be optimised for conversions and brought up-to-date with current SEO best practices.

SOLUTION

To maximise the return on investment out of Guardian Screens and Shutters budget, ReachLocal proposed Search Engine Marketing and SEO, as well as our Social Ads solution. Search Engine Marketing and SEO are working together to drive consistent inquiries to their website and Facebook allows them to display the beautiful aluminium shutters they manufacture to interested prospects.

RESULTS

Guardian Screens and Shutters have seen a huge surge in traffic to their website and are receiving significantly more good quality leads. "All of a sudden we've narrowed down the best leads, and we're getting the quality work to come out of it" says Production Manager Blair Collins, who also values ReachLocal's expert advice, service and reporting which allow him to easily monitor their campaign performance and be sure their money is being spent well.

"I'd recommend ReachLocal to other businesses. The transparency in their campaigns means we can see exactly where all of our dollars go. We're getting bigger, greater value jobs, and servicing a better clientele than we ever have before."

Blair Collins
Production Manager
Guardian Screens & Shutters