

# CASE STUDY

## MILLENNIUM DEVELOPS LEAD GENERATING WEBSITE



### CHALLENGE

Because Reilly Sweeping operates in such a niche market, it is important that they have a strong web presence where customers can quickly find their website using major search engines. After landing on Reilly Sweeping's website, the user needs to be able to easily navigate the site and submit a quote request using a desktop computer, laptop, tablet, or mobile device. Their website must also establish Reilly Sweeping's credibility, outstanding level of service, and impeccable safety standards.

Reilly Sweeping is a street and parking lot sweeping company with locations in Maryland, Delaware, Pennsylvania, Ohio, and New Jersey. With a fleet of sweeping vehicles, they remove trash, debris, and dirt from streets, parking lots, airport runways, bike paths, and more.

### CASE BACKGROUND

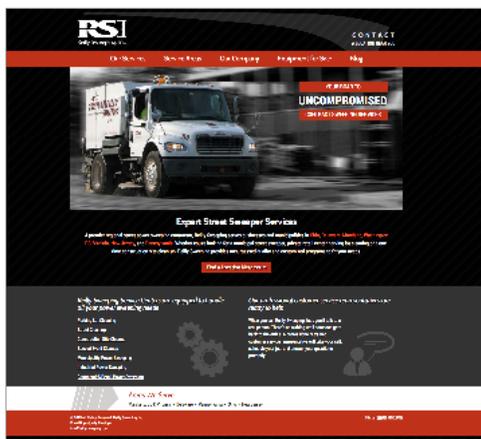
Reilly Sweeping had a website, but it was not responsive, which made it frustrating for users to navigate on anything other than a desktop computer. The website also was not generating enough traffic or leads.

### SOLUTION

In November of 2014, Millennium Marketing Solutions (Millennium) designed, programmed, and launched a brand new, responsive website for Reilly Sweeping. With a fresh, modern, and engaging design that looks great across all devices, users can easily navigate around the site to find useful information. The design also focuses on conversion optimization, which is the practice of employing a number of tactics designed to turn website visitors into viable leads. Each page has a strong call to action that encourages users to submit a quote request.

The copy on the website positions Reilly Sweeping as an authority in the street sweeping industry and emphasizes their reliable, safe, and comprehensive services. To ensure that the site continually has fresh content, we write and publish blogs for Reilly Sweeping each month. The posts showcase their vast industry knowledge, as well as their services, equipment, trainings, events, and philanthropic endeavors.

We also provide monthly search engine optimization (SEO) services for Reilly Sweeping. Each month, we follow best practices to implement various SEO initiatives in order to increase visibility and website traffic.

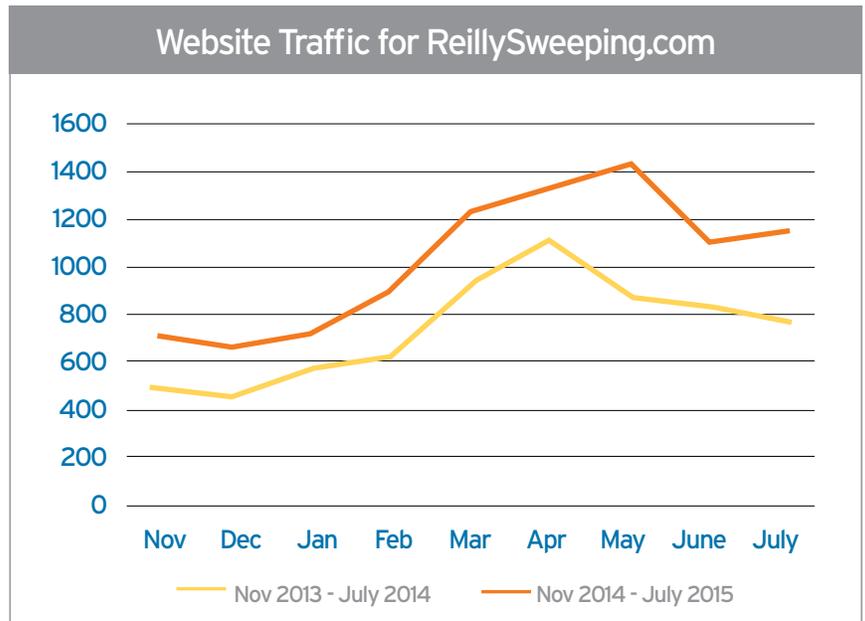


## RESULTS

Between the new site, blogging, and SEO, we have been able to give Reilly Sweeping a website that drives traffic and generates new leads.



Since launching the site in November, **Millennium has increased Reilly Sweeping's website traffic by 40 percent.** The chart below compares the website traffic since we launched the new site (November 2014 through July 2015) to the same time period but one year earlier (November 2013 through July 2014). As you can see, there is a significant improvement in website traffic after the launch, even after accounting for the spikes and lulls of seasonality.



In addition to increasing website traffic, we also **improved the bounce rate by 65 percent.** If a person visits the website but does not interact with it (i.e. navigate to an interior page, fill out a form, etc.), that visit is recorded as a bounce. Bounce traffic is typically unqualified, which means the significant improvement in the bounce rate is a strong indicator that the traffic is more relevant and is more likely to provide viable leads.

**The pageviews for the site have also increased by 150 percent.** This can largely be attributed to the blog posts we publish each month that provide users with relevant, useful, and informative content.

150%  
pageview increase



The increase in website traffic has generated awareness and credibility for Reilly Sweeping, but what about lead generation? On Reilly Sweeping's site, users are encouraged to call, email, or submit information to Reilly Sweeping. Of organic users that visit the site, **8 percent complete one of those actions.** This is well above the industry average, which normally falls between 2 and 3 percent. The number of users completing these actions has been steadily increasing over the months, providing Reilly Sweeping with numerous qualified leads.

## CONCLUSION

With the launch of the new responsive website, plus on-going monthly SEO and blogging efforts, the digital marketing team has been able to increase relevant traffic, user engagement, and goal conversions for Reilly Sweeping.

▶ **Interested in having us apply this same proven strategy to work for you? Call us at 301-725-8000**