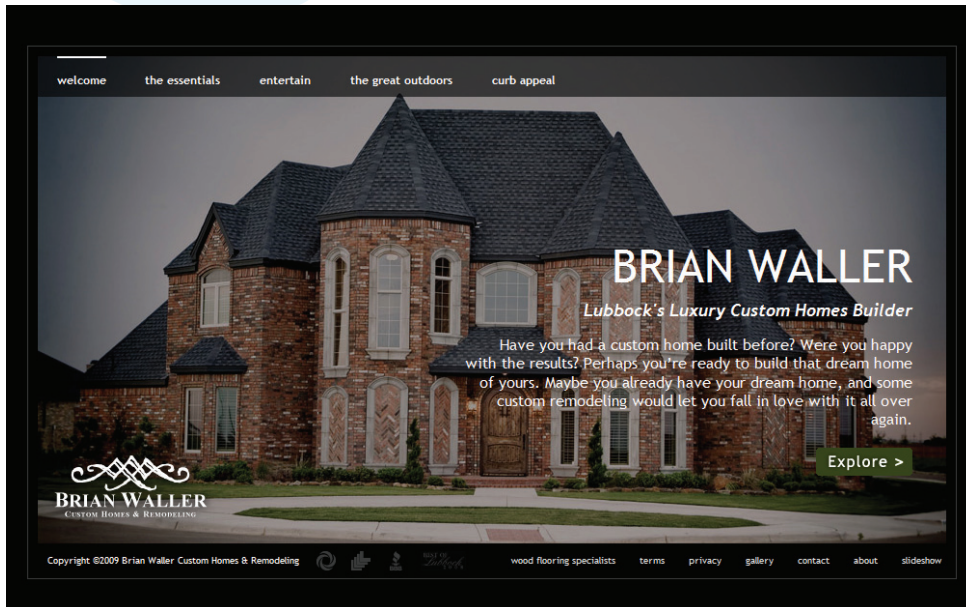


## Brian Waller Custom Homes & Remodeling



### Client Work Highlights

- ▶ Web Design
- ▶ Custom JavaScript/AJAX
- ▶ Search Engine Optimization
- ▶ Local SEO
- ▶ Custom Brochure Design
- ▶ Business Card Design
- ▶ Content Copywriting
- ▶ Trade Show Booth Design
- ▶ Printing Fulfillment

### Synopsis

When our relationship started in 2006 with Brian and Linde Waller of Brian Waller Custom Homes & Remodeling, their company was still part of a different parent entity. Though they appreciated the original partnership, they felt it was time to branch out and create their own identity and brand presence. After researching their target audience thoroughly, we built a full branding and marketing plan that would be the most effective with their prospective buyers.

### Lasting Search Engine Optimization Results

Based on the keyword research and target audience research we performed, we deployed a six month Search Engine Optimization and Local SEO campaign targeting several key phrases, including 'custom home builder lubbock' and 'custom home lubbock' resulting in 1<sup>st</sup> place positioning for both terms on Google's Local Results and 2<sup>nd</sup> place positioning for both terms on Google's Natural (Organic) Results.

### Lasting Partnership for Success

Brian Waller Custom Homes & Remodeling consistently relies on our professional marketing and online branding experience to build their business. We partner with them on all marketing and design related issues to maximize their marketing budget spend.