



Superior Groundcover

Superior Groundcover is a company in Grand Rapids, MI that offers sand, soil, stone, bark & mulch installation services throughout Michigan and the Midwest.

71.2%

Organic Search
Traffic

214

Service Request
Forms Completed
in 120 Days

5.59%

Organic Search
Conversion Rate
(up 2% YoY)

Problem

Superior was not getting any leads from their website for specific service areas, including; beach sand, stone installation, and hydroseed. Their site produced a lot of mulch service requests, but not any for these service areas.

Solution

We performed keyword research to identify the way people search for these services. By understanding their customer and how they self-educate, we produced content that attracted them to Superiors website and made them the authority in the beach sand, stone, and hydroseed space not just locally, but nationally. Specifically, Superior became so busy with stone installation services from leads produced via search engines that they bought a new stone throwing truck.

"Whatever you are doing with Google, keep it up. We had eight calls today just for stone installation services."

Titus - Owner