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.

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

The 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 Superior’s website and made them the authority in the beach sand, stone, and hydrotech 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

The Results

<table>
<thead>
<tr>
<th>Metric</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organic search traffic increase compared to previous year</td>
<td>506%</td>
</tr>
<tr>
<td>Organic goal completions over time period</td>
<td>566</td>
</tr>
<tr>
<td>Organic goal completion increase compared to previous year</td>
<td>115%</td>
</tr>
</tbody>
</table>

Updated: September 2020
YTD Statistics

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