



LOCAL PRINT SHOP CASE STUDY

Local, family-owned, print shop needs to be found online and drive new leads to grow their business.

AT A GLANCE

CHALLENGES

- No online presence outside of Facebook
- Relied entirely on referrals
- Needed new leads to grow their business

RESULTS

- New web presence via new, professional website
- SEO grew to over 250 rankings
- Traffic and leads created more business than they could handle.

ABOUT THRIVE

We are your profit building partner!

With 20+ years of expertise in web development and digital marketing, we know how to capture the attention of consumers to increase your audience and customer base.

To learn more about how Thrive Business Marketing supports screen printing and apparel businesses in their digital marketing and business growth efforts, visit our site:

<https://thrivesearch.com>

CLIENT PROFILE

This local print shop had been in business for 6 years, and relied entirely on referrals... they didn't even have a website.

They recently added an 8-color automatic press to their production line, and now needed to get some new leads in the door to recover costs and grow.

SOLUTIONS WE IMPLEMENTED

Our first mission was to build a website for the shop so that we had an online presence to build from. We built a modern, responsive website with tools in place to help them grow the site in the future.

We then launched a budget-conscious SEO campaign to steadily increase their online visibility and help them get found online to drive new local printing leads.

RESULTS THE CLIENT SAW

Web Presence

By creating a modern website for our client, we now gave them a professional online presence - no longer relying only on Facebook for exposure.

Organic Presence

Over the course of 3-months we were able to create 105 Google rankings, helping to drive a few hundred visits per month.

At 6-months and beyond, this had reached around 250 rankings on Google, and they were beginning to get over 1,000 visits to their website each month.

Leads and Growth

With their newfound visibility online, they began getting new business calls every week. While we don't have revenue growth numbers for this client, they were very happy to pause the SEO campaign after 9 months, as they were now too busy to keep accepting new customers.