



Case Study

Scholz Electrical (www.scholzelectrical.com.au)

Services: SEO, PPC



Scholz Electrical.



About Scholz Electrical

Scholz Electrical was established in 1970. They have always strived to be one of the respected industry leaders by providing high quality workmanship and customer satisfaction. The company is owned and operated by Michael Scholz, a qualified electrical contractor with two decades of experience. They are passionate about the environment and actively work to reduce their carbon footprint and Scholz Electrical are now proud to offer solar solutions to their customers. Their motto of “giving back” is reflected in the level of respect and care they show to their staff, customers and the environment.

Scholz Electrical's Digital Problems

Before partnering with Digilari Media, Scholz Electrical has been investing in pay per click for years, thus resulting in the company's **increasing reliance on pay per click channels for enquiries**. They also experienced fluctuations in the number of booked tasks: multiple periods a year they went through business peaks and troughs.

Additionally, they noticed **a rise in the number of enquiries irrelevant to their business**.



The Objective



Client goals

- Double the number of customers' enquiries without increasing investment in pay per click.
- Generate a stable stream of revenue
- Retain converted clients as long term clients and increase the percentage of returning customers

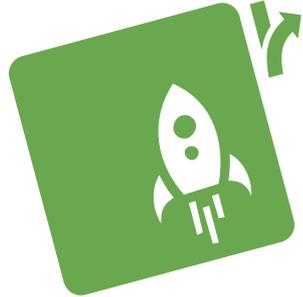


Our goals

- Increase traffic through organic search by 50%
- Improve lead diversity and lead quality from all channels
- Decrease cost per conversion

The Strategy

How we achieve client's goals



Integrated Approach

Upon learning Scholz Electrical's overall digital maturity, we found out potential opportunities in improving organic traffic for long-term customer acquisition without relying on pay per click campaigns.

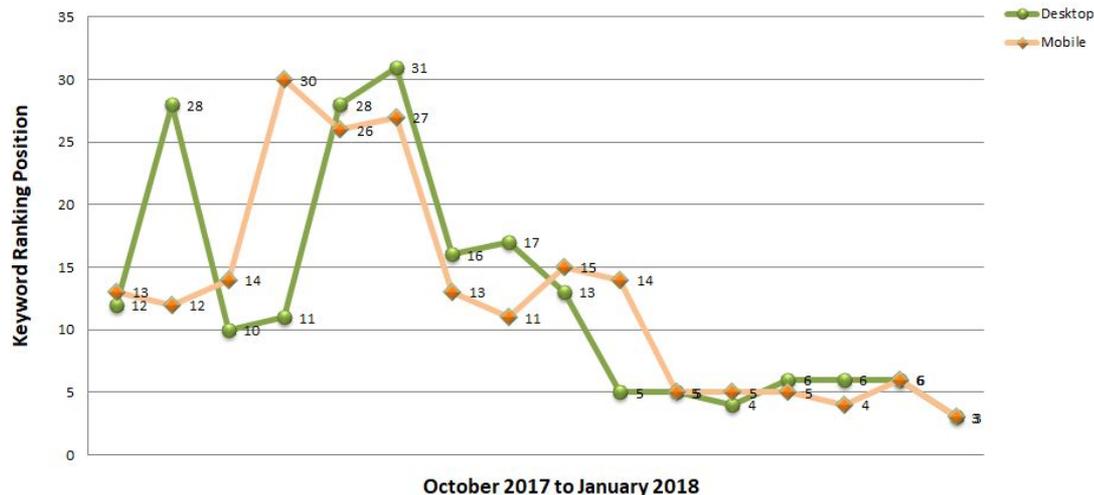
Pay per click campaigns via Google AdWords still played an important role in our initial strategy to ensure customers' enquiries over the months. However, the account was restructured to maximise quality conversions and reduce cost per acquisition. Working closely with Scholz Electrical, Digilari was able to identify the right target market and which channels would be most effective for reaching this market. The client's AdWords account was restructured to target only those suburbs in Brisbane that are cost effective for the Scholz team to complete general electrical jobs in. As performance improved, so did the client's confidence in AdWords.



The Results

Notable achievements we made

Improved organic rankings.



Keyword: electrician brisbane

Search volume: 1600 per month

Impact to organic traffic:

Organic visits grew by **20%** compared to the previous period.

Impact to conversions:

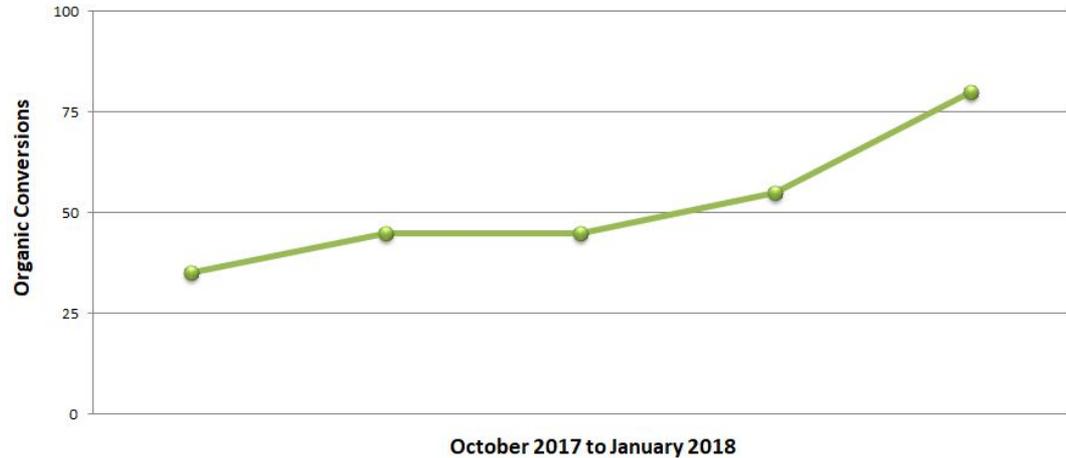
Numbers of conversions from organic traffic rocketed, with a **177%** increase.

Rocketed organic conversions.

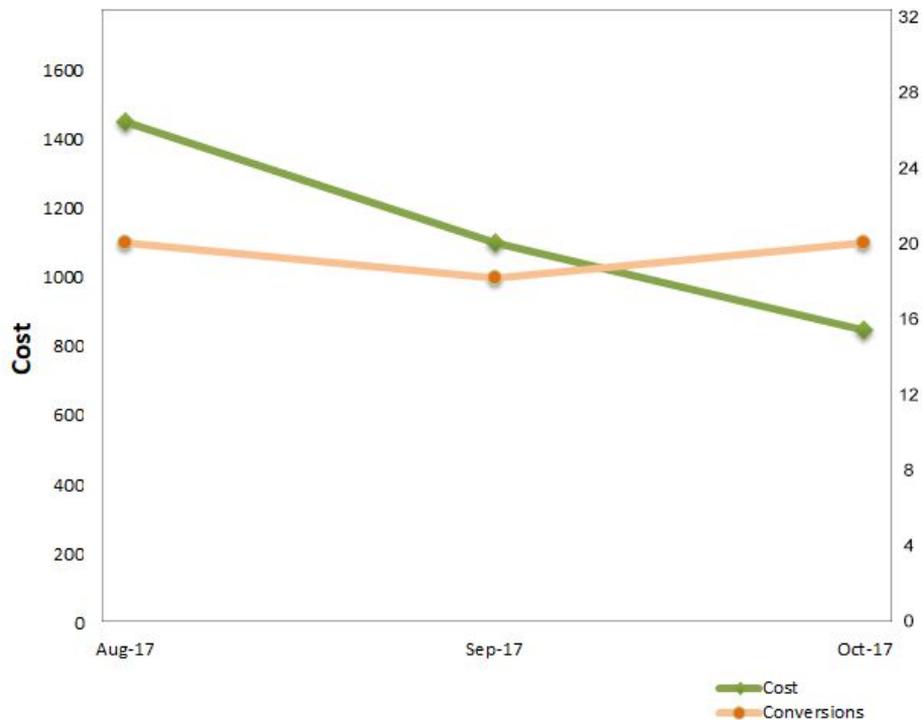


Impact to conversions:

Numbers of conversions from organic traffic rocketed, with a **177%** increase.



Decreased PPC cost per conversion.



Impact to cost per conversion:
43% decrease in the average cost per conversion, resulting in an increase in return on investment (ROI) within a relatively short period (3 months) without having to incur additional cost on PPC traffic acquisition.



Key Numbers

37

Keywords (with decent search volumes) on the first page of Google

177%

Increase in conversions from organic traffic

43%

Decrease in AdWords cost per conversion

Highlight: Increased in lead quality and expanded the diversity of leads received from appliance repair jobs to domestic electrical services

The strategies Digilari has implemented have improved my company's customer engagement and resulted in a tangible improvement in sales. The team are professional and keep in regular communication with me; they have also taken the time to know and understand my business, which has been an important element in my company's successful digital media performance.

—

Michael Scholz

Scholz Electrical Managing Director

Testimonial



Email: hello@digilari.com.au

Ph: 1300 859 358