

Relevante Marketing creates a low cost internet marketing solution for R&R Schultz Custom Homes

Scenario

The owners of R&R Schultz Custom Homes knew that not having a Web site was hurting their image and wasn't helping them generate interest for their residential design, construction and maintenance services business in Northern Minnesota. As such, they came to Relevante Marketing looking for an affordable internet marketing system.



Project Goals

- Create a Professional Looking Web site.
- Showcase past homes and interior elements crafted by R&R Schultz Custom Homes.
- Attract Web site visitors looking for a custom home builder in the Brainerd Lakes area.

Project Summary

After outlining an affordable solution, Relevante Marketing started by creating a few Web site concepts for R&R Schultz Custom Homes' owners to review. Once the look and feel of the Web site was created, Relevante Marketing helped R&R Schultz Custom Homes write text and format images for their Web site. Within 6 weeks, the site was live and visitors were coming.

Relevante Marketing provides ongoing site updates and internet marketing advice to R&R Schultz Custom Homes.

Services Provided

- Market Research
- Web Design
- Local SEO
- Analytics
- Web site Maintenance

Results After 6 Months

- 350+ Visitors. 230+ Visitors from Minnesota.
- Bounce Rate < 30%
- Average Time on Site: 6 minutes, 56 seconds

Data Source: Google Analytics

Relevante

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