

Case Study #2 – Junk Valet, Inc.



Company Objectives

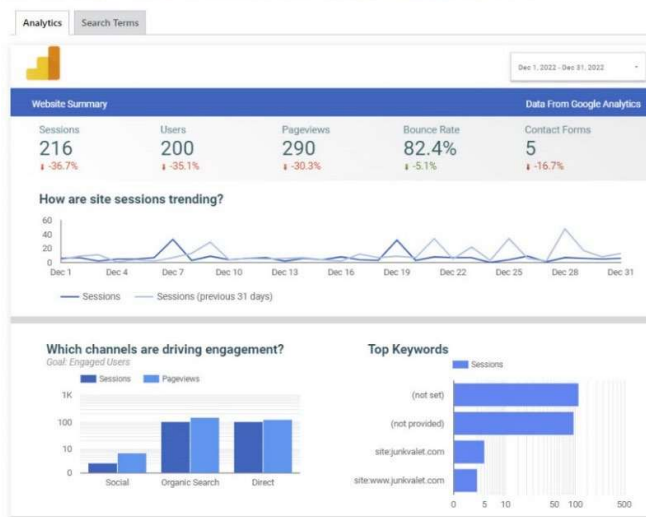
Junk Valet, Inc. was facing a market where a new junk removal company was popping up every week. Robert was looking at the best way to get his customers to see him first without spending too much on PPC campaigns that brought him zero quality leads. He was also starting up a new service in his business for pressure washing. He wanted 4 keywords to include his immediate city, Oceanside, and the larger San Diego area for both “junk removal” and “pressure washer.”

Please review the screenshots below, showing the immediate benefits of Search Box Optimization:

DECEMBER 2022 TRAFFIC

Google Analytics

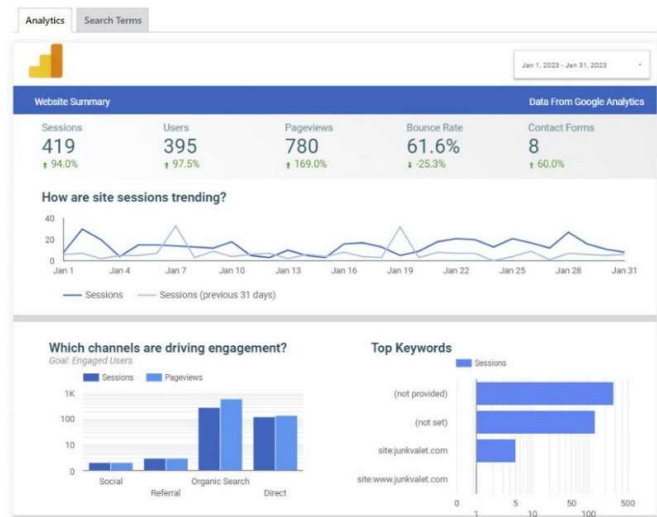
Recent Analytics reported by Google for your website. For greater detail reporting, log into your Google Analytics account, if available.



JANUARY 2023 TRAFFIC

Google Analytics

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You will notice the following increases in traffic:

- Sessions increased 94%, from 216 to 419.
- Users increased 98%, from 200 users to 395 users.
- Bounce Rate decreased from 82.4% to 61.6%, which means their traffic was much more engaged.

Here's what the owner of Junk Valet, Inc. has to say about SBO:

“

I didn't know how well the SBO autocomplete would work, and since I never considered Bing, I was a sceptic on whether the Bing autocomplete would give me business. Carl showed me my competitors on Bing using the search term “Junk Removal Oceanside”, and I knew I had to have a strong presence on Bing.

We try to source every call to see where the lead came from, and in my five years of business I've never heard anyone say “I saw you on Bing”. In the past few months, with me being in the autocomplete, I have had a bunch of calls say they found me on Bing. I received 8 new jobs the first month on Bing from the autocomplete. I am so excited, and my business has gotten much busier! Thank you, guys!! Now I'm going to start a PPC with Bing.

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Robert, CEO and President of Junk Valet, Inc.