

# POOLMAN SEES ORGANIC TRAFFIC AND CONVERSIONS JUMP WITH CONTENT & INTEGRATION BEST PRACTICES



Poolman now services **7,000** pools annually across Arizona; San Diego, CA; and Dallas/Ft. Worth, TX

## INTRO

Poolman worked with Brafton to create a content strategy and integration approach that generated more website visits and conversions.

Poolman is a pool company, based in Phoenix, Arizona, that primarily caters to residential homes. What started as a local service company grew into an operation that now services 7,000 pools annually across other major Southwest regions, including Dallas/Fort Worth and San Diego. Because of its customer service, high-quality offerings and a strong Better Business Bureau rating, the business has expanded significantly since it was founded in 1964 (and recently celebrated its 50-year anniversary).

Leah Vogely, Poolman's Director of Creative Communications, is responsible for the company's marketing materials, maintaining the brand's websites and spearheading new initiatives like social media. Balancing all of these tasks, Vogely recognized she needed help to build a better web presence and become active across social channels.

**GOALS:**

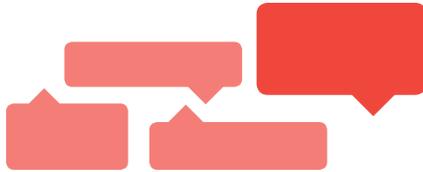
Increase organic search traffic



Become a recognizable service provider

➔ “HEY, IT’S **POOLMAN!**”

Build a stronger social media presence

**THE CHALLENGE**

Vogely had already helped Poolman build a better website that was designed to improve the search experience, but she wanted the site to have the audience it deserved. The company was primarily looking to increase organic website traffic when it partnered with Braffton, but that wasn’t the only goal in mind. Vogely was also hoping to increase the brand’s presence on social media networks and the web at large, while also relying less on pay-per-click campaigns for web leads.

“We were doing some PPC, but it required significant spend every month. It wasn’t something we wanted to cut entirely, but I noticed competitors were primarily doing this, and we wanted to do something different. The pool industry is a little bit behind in regards to marketing and with all of Google’s updates, it seemed worth experimenting with content-focused methods.”

“I wanted to increase organic traffic to the site. As the largest pool services provider in the Phoenix Metro Valley, and AZ in general, a lot of people know about Poolman. But we wanted to show up in feeds (and SERPs) for terms like “pool service” in certain locations where people don’t already know about Poolman.” —Leah Vogely, Director of Creative Communications

**STRATEGY:**

Headlines on the homepage



Better content organization



More attractive calls to action

**THE STRATEGY**

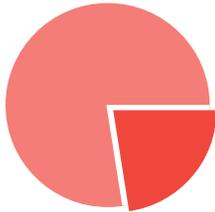
Brafton worked with Vogely to produce news content for the website that would educate customers and answer frequently asked questions about topics like pool maintenance and renovation. They also created news sections about broader industry updates and company news.

However, the strategy went beyond basic content production, as Brafton's strategists found opportunities for Poolman to build its web presence with better integration practices. Vogely worked with Brafton to add its news headlines to the homepage with visible timestamps so they would be in clear sight for visitors and crawlers. The strategy also updated the site's archive with a breadcrumb structure, linking to secondary pages and creating new content categories under the "news section." This included topics like "Pool renovation" and "Pool safety and health."

"I think the best part is the way Brafton has become a partner with us in order to improve our strategy. When I get any idea, I can throw it out there and my Brafton team either takes action or we discuss it further."

These integration strategies make it easier for site crawlers to navigate through the domain and index pages. By building a content archive, the company also shows site visitors that it has an arsenal of information on relevant subjects.

"If we ever needed an article for a newsletter, the editorial team is ready to write it in a pinch, which I realize goes beyond the overall service contract. For us, it's the small services Brafton provides that are really great."

**RESULTS:**Organic traffic up **30%****45%** of visitors look at Brafton content**21%** of conversions come from news readers

“It seems like we’re getting more page views and getting more people to read the articles, then they click and go to the pages we want, such as service and coupon pages.” —Vogely

**THE RESULTS**

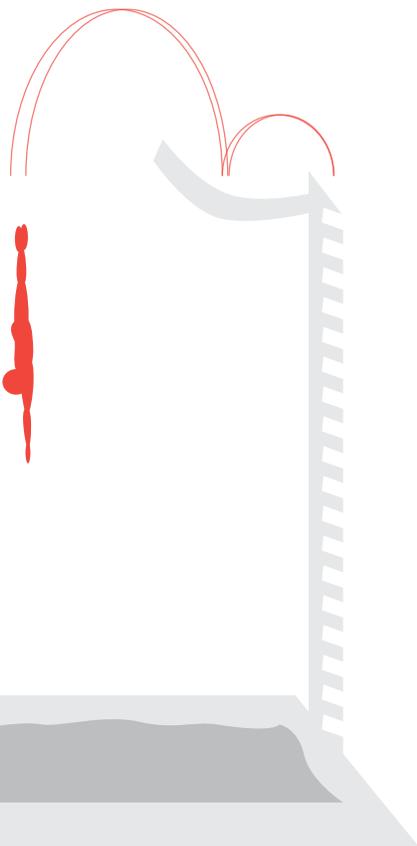
Poolman is moving toward its major goals after implementing integration best practices and consistently publishing content across the site. Its organic traffic for Q3 2013 was up nearly 30 percent compared with data from the previous year. Many of these visitors were people discovering Poolman for the first time, as evidenced by the fact that around 40 percent were new visits. This maps back to the company’s goal of building a bigger brand presence through search optimization - and once these new visitors landed on the site, they were provided with a wealth of resources about the company’s services.

Brafton’s news content was effectively keeping those visitors on the site with helpful tips and information. During the reporting period, Poolman saw that around 45 percent of visitors were clicking through to the news content on the site.

“We have seen some definite activity with organic search. Visit duration has increased and its been nice to see these results.” —Vogely

Many of those visitors were also qualified leads. During a single business quarter, Poolman determined that 21 percent of all on-site conversions came from visitors who viewed Brafton content. These readers were spending about 23 percent longer on pages across the site - and sometimes twice as long on news articles. Poolman has continued to see this success grow. Between January and February 2014, the site’s conversion rates had increased another 2 percent, meaning more visitors were requesting additional information and product demos.

Additionally, Poolman’s social presence is reaching the right audiences and driving traffic back to the site. During Q1 2014, the site was seeing 135 percent more social referral visits compared with the previous business quarter, and Facebook was providing the lion’s share of this traffic. During the most recent reporting period, Facebook drove 800 percent more visits to Poolman.com than it did the quarter before.



## WHAT'S NEXT

Vogely said Poolman's next goals are to continue working on its strategy and find ways to benefit from all the resources at its disposal. Specifically, Vogely discussed the importance of building a better presence on Google+ now that it has set up accounts on other major social networks. Poolman is also looking to make its content even more successful by gathering data about articles that get the most clicks and conversions, and bringing those qualities to other pieces across the site for even stronger results.

“Next, we want to set up Google Authorship. We want to improve our Google+ presence, and just take advantage of everything the network offers.”

—Vogely