

CASE STUDY

CONVERSION & SEO

CLIENT: American Home Water
INDUSTRY: Water Filtration
TENURE: 5+ years with National Positions

Founded in 1985, American Home Water has been providing water filtration and treatment systems to the Phoenix area for nearly 30 years.



CHALLENGE

After many years of referrals being their primary source of new customers, American Home Water was looking to generate more business from their online presence. However, without much organic exposure or the proper conversion rates, American Home Water struggled to generate the numbers of leads they needed in order to thrive in their competitive online market.

STRATEGY

First, National Positions created a comprehensive SEO campaign based on technical optimization, onsite and offsite content promotion, and social media in order to drive traffic to their site. Our team then executed conversion optimization and A/B testing on a highly visible landing page to increase their site's performance -- increasing the ROI they were seeing from their online presence.



RESULTS

346% increase in monthly site visits
over the course of their campaign

1ST page rankings
for top keywords

236%
increase in conversion

 **National Positions**
Profitable Internet Marketing