

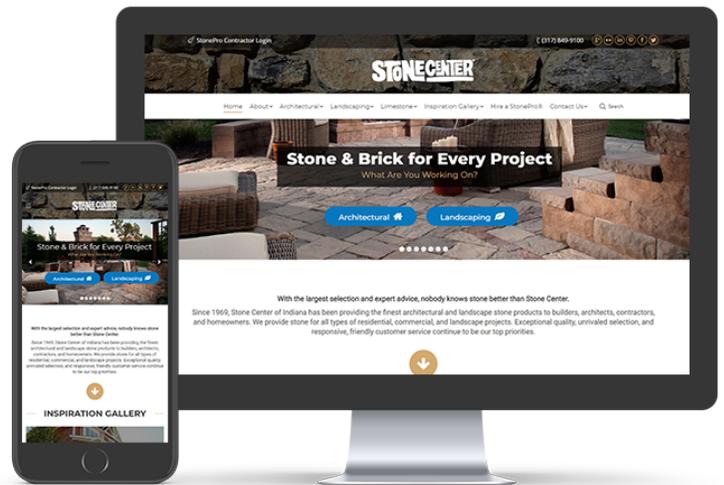
# Dominating Google Search Results



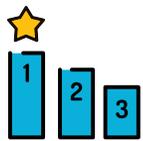
When Stone Center came to Proof Digital, they had an outdated site that was confusing to visitors. The site wasn't getting results, and it was clear they were lagging behind their local competitors online.

Proof Digital built an SEO-friendly site with the ability to search and filter stone products. They are now top-ranking on Google for key phrases. Several companies in their market are now copying their website.

Instead of being behind the times, they are now ahead of the competition.



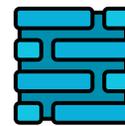
## RESULTS AT A GLANCE | Stone Center's Success Story



**#1**  
Google Ranking for "Buy Stone" in Indianapolis



**42%**  
Increase in Users on Website



**100's**  
Stone Products Added to Site



**Filtering**  
to Find Stone Products Quickly



**Tracking**  
to Measure Results



**Login**  
Portal for Contractors



## COMPANY

Since 1969, Stone Center of Indiana has been providing the finest architectural and landscape stone products to builders, architects, contractors and homeowners.

As part of our partnership with them, Proof Digital created a modern, professional website that showcases hundreds of stone and brick products. In addition, we oversee all of the company's online marketing and SEO efforts.

The Stone Center of Indiana currently dominates the Indianapolis region on Google for the products and services they sell. Traffic, unique visitors, page views and conversions continue to go up every month.



## THE CHALLENGE

The Stone Center of Indiana came to us with a number of concerns.

First and foremost, their website was outdated and incredibly "busy." Visitors were confused with the landing page and didn't know where to start. The site wasn't getting results, and it was clear that this small business was lagging behind their local competitors online.

While the company was growing, its owners realized they needed to think differently about selling online. The Stone Center has two very distinct markets - landscaping and commercial architecture. They needed to appeal to both businesses and individuals involved in residential, commercial, and landscape projects.

The site they were working with at the time did not allow customers to order through the website. They needed their website to serve as a hub in which both contractors and individual customers can access information and order products with ease.



## THE SOLUTION

Proof Digital built a site with the ability to search and filter stone products by all colors and types. Once they find their stone, they can immediately call or email to order. The site also includes a login portal for contractors and an inspiration gallery that displays the type of stone used in each project.

We built the website with the ability to add an online shopping cart with minimal effort once the company is ready.

We are currently working with them to build a private, secure eCommerce option for contractors to order discounted inventory (in order to move products).

We also implement monthly geographically targeted SEO.



## RESULTS

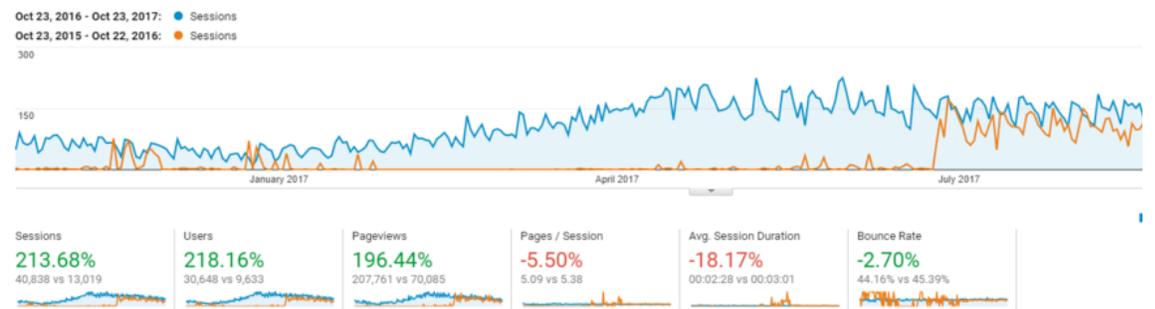
The Stone Center now is top-ranking on Google for key industry phrases and ranks No. 1 if you Google "buy stone" in the Indianapolis area. The company owners report that several companies in their market are now copying their website. Instead of being behind the times, they are now ahead of the competition.

We launched their new site in June 2016. As you can see from the graph below, at the time their site didn't have Google Analytics set up correctly. So, they were not getting data on what was working and what was not. We immediately created dashboards and insights to assist in site improvements and to increase sales based on this data.

Finally, in comparing Year-to-Date (June 23rd-October 24th, 2017) with last year during the same time period, we significantly improved overall traffic results:



In comparing it to the previous year, this data further illustrates that if analytics aren't set-up correctly, businesses can't learn how to improve traffic, sales and engagement.



If you'd like to hear more about the success of Stone Center of Indiana, **give us a call or visit our website.** We'd love to hear from you.

**Proof Digital**

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