



Case Study

Service All Vacuum



Client Profile

Service All Vacuum is a local family-owned vacuum parts, sales, and repair service. They have been around since 1954, and have 3 locations in Fort Wayne, Indiana.

The Need

Initially, SAV did not have a website when they came to us in 2010. For years, they had only been advertising in printed publications, such as coupon books. Seeing the need for an online presence, they decided to have us build a basic informational website.

The Solution

Web design is never finished. Technology and trends evolve, and we have kept this client up-to-date with the latest in design. Let's take a look at how their design has progressed.

Initial Design (2010)



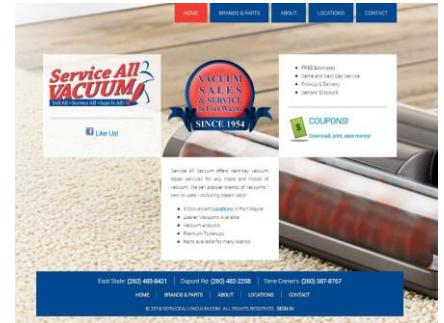
The first design was rather basic, but helped establish a solid online presence that was easy to navigate.

Re-Design (2012)



After seeing an increasing trend in mobile device usage, a responsive design was needed, as well as a cleaner look.

Modern Design (2014)



Upon opening a third location, our client decided it was time for a site update, with a modern design refresh.

For the first four years (2010 - 2014), we provided monthly basic SEO service and general maintenance.

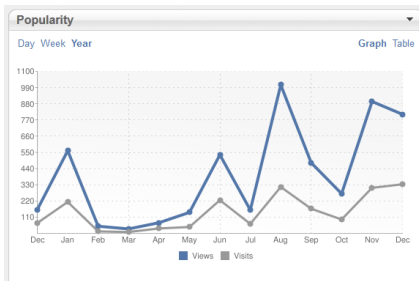
We used **Concrete5** CMS to build and manage their website. This user-friendly editing interface enables us to make changes quickly and economically. We continuously improve the site's search engine optimization, as we respond to ongoing needs of the client on a regular basis.

Along the way, we have shown the client how easy it is to make effective site updates using our system. Now, they are effectively managing their own site in just minutes per week.

The Results

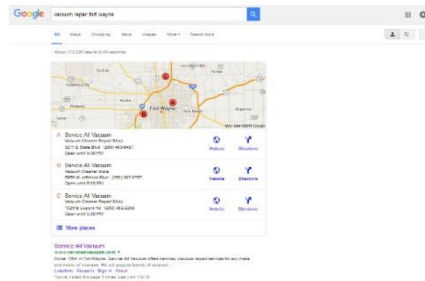
Ever since the initial design, there has been just one result: **growth!** Service All Vacuum has seen an increase in both online and in-store traffic!

Initial Growth



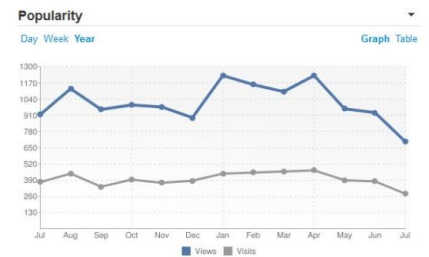
By the end of the first year after the initial creation of their website, traffic had increased threefold!

#1 on Google



They come up #1 on Google for the search term "vacuum repair fort wayne" as well as for variations of this.

Steady, Loyal Customers



There is now steady traffic to the site, with an average of 300 unique visitors per month. The site continues to attract new customers, while helping to retain existing ones.

Service All Vacuum has seen business growth as a direct result of our work. We accomplished this by helping them in the following ways:

- ✓ **Increased in-store traffic**
- ✓ **Bringing in returning and new customers**
- ✓ **Retain loyal customers**
- ✓ **Stand out from competition**

Client Feedback

Here's what Service All Vacuum had to say about our work:

Your work has helped people find us easier, and we have seen substantial growth on our website. One in four of our customers use our online coupons, so 25% of our in-store traffic is due to our website. Thank you!

ServiceAllVacuum.com