

Shoe Clinic



Customer Profile

Shoe Clinic provides local Torrance residents and surrounding communities with exceptional leather repair and restoration services. They've been in business since 1995 and have a solid core clientele but have recently seen new client acquisitions and walk-ins on the decline. The challenge was advertising through traditional media such as newspapers, magazines and Yellow Pages is not only very expensive

but a local business such as a Shoe Clinic simply gets lost in the hundreds of other competitor listings. But with targeted Local Search Marketing and Google's AdWords campaigns we were able to target specific traffic and closely track the ads that were driving them business. They were able to use their advertising dollars in a far more effective manner.

Shoe Clinic obtains new clients by utilizing the power of Local Online Search resulting in a 300% increase in new customers and business!

Who is Shoe Clinic?

- Shoe, Leather and Luggage Repair
- Torrance, CA
- Specializes in repair, dyeing and baseball glove re-lacing

What They Needed?

- Attract new customers and build awareness
- Target their core local customers and increase walk-ins
- Stand out from the numerous local competitors
- Searchable web presence

What We Did

- Targeted local campaign in Torrance, CA and surrounding communities
- Utilized SEO for placement in Google OneBox, Yahoo Local and MSN
- Printable coupons on their business listing
- Targeted business specific keywords users were searching online

What We Accomplished

- Increased site traffic, Shoe Clinic now receives an average of 200 unique visitors per day
- Shoe Clinic ranks #1 Google OneBox for "Shoe Repair Torrance"
- Provided online presence for Business
- Controlled advertising costs

Customer Profile Results

Through our proven Local Search Marketing techniques, Local Search Engine Optimization and website enhancements we were able to create a searchable business listing for Shoe Clinic. We were able to provide Shoe Clinic 200 unique site visitors a day and get Shoe Clinic ranked #1 in Google OneBox, local yahoo and MSN live for the search term "Shoe Repair Torrance." Even better, we were able to identify and rank for a number of additional keywords to achieve these significant results. All this for a substantially low cost per lead and cost per conversion than traditional marketing add offline alternatives and with the added benefit of real time tracking.

We really had to determine what search terms Southern California residents would use when searching for a leather repair shop. We knew we could target shoes but wanted to dig deeper into all aspects of their business. Once we knew luggage, purses, dyeing and even baseball glove re-lacing was a substantial part of the services they provide, we were able to further expand upon relevant, locally optimized, targeted traffic to help obtain new customers.

We also provided Shoe Clinic the ability to track every lead, analyze every visit and respond to inquiries obtained from the website. Our Clients portal provided a single location to manage, track and respond to every customer in a timely manner.

Our continued optimization expansion of new keywords, new markets and our overall marketing strategy continues to expand Shoe Clinic's business and obtaining of new clients and business.

"I have a new website and a way for new customers to find my shop online. I'm getting at least one new client a day finding me on the internet, I will not be renewing my yellowpages ad next year."

Shoe Clinic Store Owner