

Daniel's Towing

www.danielstowing.com



Daniel's Towing obtains new clients by utilizing the power of Local Online Search through Google Local, Adwords and Social Media!

Customer Profile

Daniel's Towing provides towing services in and around Colorado Springs, Colorado. Daniel began his business with the hope of restoring integrity and value to those in need of a tow. Daniels towing provides both local and long distance tows along with roadside assistance services. With a growing number of consumers turning to the internet to network and look for services, Daniels Towing recognized the necessity of being a part of these online communities through Facebook and in

many tow forums. Daniel also recognized that traditional media outlets such as newspapers, magazines and the Yellow Pages are getting more expensive and less effective. Being in a competitive market, online search has become imperative for the success of local businesses. By taking advantage of local mapping services on all the major search engines, Softline Solutions has been able to help Daniel's Towing grow.

"Softline Solutions has increased my monthly revenue by at least 30%. I decided to try Softline Solutions because I knew when I spoke with them, they know exactly what they are doing. They were, and have been honest with me from the very beginning." -Daniel, owner of Daniel's Towing

Who is Daniel's Towing?

- Towing company
- Located In Colorado Springs, CO
- Specializes in flatbed towing, roadside assistance and service with a smile at an honest price

What They Needed?

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

What We Did

- Targeted local campaign in Colorado Springs, Colorado
- Utilized Local SEO for placement in Google OneBox, Yahoo Local and MSN
- Targeted business specific keywords users were searching online

What We Accomplished

- Increased Monthly Revenue by 30%
- Increased site traffic
- Daniel's Towing now ranks # 3 in Google OneBox for "Towing, Colorado Springs"
- Provided online presence for Business
- Provided the ability for customers to rate service

Customer Profile Results

Daniel's thoughts on Local Online Marketing, "Online marketing is the future that is happening right now. I am very satisfied with the results I have gotten so far, and they keep getting better and better. I truly believe that if any business wants to survive in this rough economy, and in the future, online marketing is a must. The people at Softline Solutions take the time to speak with me and answer my questions and address my concerns, which alone speaks for itself. "

Through our proven Local Search Marketing techniques, Local Search Engine Optimization and website enhancements we were able to create a searchable business listing for Daniel's Towing. As we worked to developing linking across the web through directories and search engines, we were able to get page 1 ranking for Daniel's Towing and currently have his company in the #3 position for searches for 'towing in Colorado Springs'. In addition, we were able identify and rank for a number of additional keywords to achieve these significant results.

We spent time doing key word research and split testing Google Adwords campaigns to better understand what key words consumers were searching when they needed a tow or roadside assistance. We knew we could target the keyword 'towing' but wanted to dig deeper into all possible search terms that could drive Daniel's company more business. Through research we were able to discover that roadside assistance, flatbed towing and towing company were frequently used search terms in the Colorado Springs area. We were able to use this data to further expand upon relevant, locally optimized, targeted traffic to help Daniel's Towing obtain new customers.

We were also able to provide Daniel's Towing with emails and blog posts updating him on the newest changes in Google. Daniel was one of our first clients to take advantage of Google new highlighting feature in Google Places. The quality service provided by Daniel's Towing combined with linking and key word focused search engine optimization has helped expedite the growth of Daniel's Towing.