

# How MetroTech Digital Marketing Helped Wolfe's Carpet & Upholstery Cleaning Double Their Digital Sales

A Case Study



**MetroTech**  
DIGITAL MARKETING

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# WOLFE'S

CARPET & UPHOLSTERY CLEANERS

TRUCK MOUNTED STEAM CLEANING

## The Company

Wolfe's Carpet & Upholstery Cleaners is a family-owned, Kansas-City based company that has been in business for more than twenty years. Working primarily with corporate customers, Wolfe's enjoys a sterling reputation in the Kansas City area.

However – the company has been slow to embrace digital channels and were lagging behind their competition in generating new business.

### Challenge

Stagnant Organic Traffic  
& Slow Digital Sales

### Solution

Web design,  
Technical SEO Audit,  
Content Creation,  
Linkbuilding

### Result

2x Growth In Business  
Generated Through  
Their Website



*"We had a website, but it wasn't great. It looked like something out of the 90s. It was just time for us to upgrade.*

*Austin Kline, Head of Marketing, Wolfe's*

# The Problem – Outdated Website and Low Organic Search Presence

Austin Kline works as the Head of Marketing at Wolfe's and has been with the company more than ten years. In that time, had had focused on more traditional marketing channels such as direct mail, radio advertising, and networking. However, Austin knew that the company was falling behind when it came to the digital side of things.

Their website was more than a decade old and had been made by a friend, and that fact showed. Customers sometimes commented on how dated their website looked. They knew that it was driving away new business. They had been one of the few Kansas City-based carpet cleaning companies with a web presence at all when their website was first launched. But over time, the competition has become increasingly stiff and they saw their traffic and sales through Google slow to a trickle.

Beyond the website itself, Wolfe's broader web presence was lackluster. After several moves of their office, the company was listed with varying addresses and phone numbers around the internet, some of them ranking prominently for important local keyword terms with inaccurate data.

Without the technical knowhow to begin fixing their digital presence, Austin was introduced to the team at MetroTech Digital Marketing through a mutual friend. After several consultation calls, Austin agreed to receive a proposal that covered an array of different services aimed at growing their local search presence in Kansas City.



*"We actually had customers call us and be apprehensive about working with us just because our website looked the way that it did. Bad first impressions. It was embarrassing!"*

*Austin Kline, Head of Marketing, Wolfe's*

# The Solution – New Website Design and Local Presence Overhaul

The team at MetroTech designed and executed a strategy that was custom-tailored to Wolfe's needs. It included:

## Website Redesign

First, they were going to need a completely fresh website design – something that looked modern. Over the course of several weeks, the Metrotech team collaborated with Wolfe's to put together a responsive modern design that was on-brand and search optimized.

## Citation Cleanup

With their new website in place, they began the process of fixing Wolfe's directory listings and cleaning up citations around the web. Within days, they had updated Wolfe's address, phone number, and location in more than 50 online directories, including Google Places. Almost immediately, new leads began to contact Wolfe's through directories that had previously contained errors.

## Keyword Research

The MetroTech team identified critical keywords for Wolfe's website to target, including critical "upholstery cleaning" keywords the company had previously neglected.

## Content Creation & Linkbuilding

Using their keyword research as a guide, MetroTech created optimized content around those keywords, and secured 10 guest posts on industry related blogs.



*"I'm not the most technical guy in the world. I know marketing, but digital is another thing altogether. MetroTech was excellent at helping me understand what our problems were and what steps we needed to take to fix them."*

*Austin Kline, Head of Marketing, Wolfe's*

# The Results – Sales Doubled Through Digital Channels

Like all SEO projects, it took a few months for the changes to become apparent. In total, MetroTech's work lasted about three months, and by the end of the engagement the Wolfe's Carpet and Upholstery Cleaning team were already seeing positive results.

Within six months of beginning their collaboration, Wolfe's was seeing more than double the numbers of sales through digital channels. Previously, since their website had fallen to the second page for their most important keywords, Wolfe's received a majority of their interest through Yelp. Now with a fresh website and revamped digital presence, the company was seeing new leads coming in through a half-dozen different directories and their own website as their rankings improved.



*"MetroTech was a huge help to us. If you are like we were – with an outdated website and no real presence in search – I highly recommend that you work with them."*

*Austin Kline, Head of Marketing, Wolfe's*

## Results:

- 2x the number of sales through digital channels
- 5x the number of leads through their website.
- Hot leads through 6+ local directories.
- Better first impressions increased close rates.



# Local Digital Marketing, Simplified

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