

Arborsite

Client Case Study

Champion Tree

Plant Health (Horticulture)
Arborist and Traditional
Tree Care

CASE STUDY

CHAMPION TREE

- & PLANT HEALTH CARE -

Serving Philadelphia's Main Line Region

Annual Tree and Plant Health Care Programs

Our PA Department of Agriculture Certified Commercial Pesticide Applicators provides safe and effective treatments.

 Accrisoft  ArborSite

championtreehealth.com

Objective

Marielle and Alex of Champion Tree & Plant Health Care wanted to systemize new business development by increasing organic website traffic as well as integrating a local paid search campaign, all without the traditional, expansive budget that often comes with full-agency digital marketing services.

"My original website looked homegrown and wasn't driving traffic from Google. I needed professional help with SEO and design."

Marielle LaFleur, Owner

Cultivating Vibrant Landscapes: A Commitment to Green Havens

Located just outside Philadelphia, Champion Tree & Plant Health Care provides research-driven integrated pest management programs using environmentally friendly products to protect the health and longevity of trees.

The Challenge

Champion Tree & Plant Health Care needed a way to increase the number and quality of new leads and clients, without large upfront costs. They needed to:

- Improve their rank in local, organic search results.
- Organize and clearly present multiple product and service programs to different prospects.
- Automate lead follow up with CRM integration.
- Generate more leads, clients, and revenue!

Lack of time and technical expertise meant Marielle was unable to tackle the strategy on her own.



Marielle LaFleur

Co-Founder / Operator

Marielle and Alex turned to Arborsite for a professionally designed website and flexible local marketing services that would scale with their variable budget and company growth.

Solution

Arborsite provided Champion Tree with product features and service benefits designed to jump start lead flow, in preparation for company expansion and revenue growth:

- A modern, mobile-responsive, semi-custom industry focused website.
- Local, SEO optimized content that clearly communicates the value proposition of Champion environmentally friendly PHC programs.
- Affordable, scalable, local paid ad lead generation campaigns based on ROI and SMART goals.
- Seamless web form to CRM integration to ensure no new lead is left behind.
- Monthly reporting metrics and analysis to help Champion understand lead sources, organic search results, and overall marketing ROI.

"My new ArborSite felt very tailored to my company vs. out-of-the-box solution.

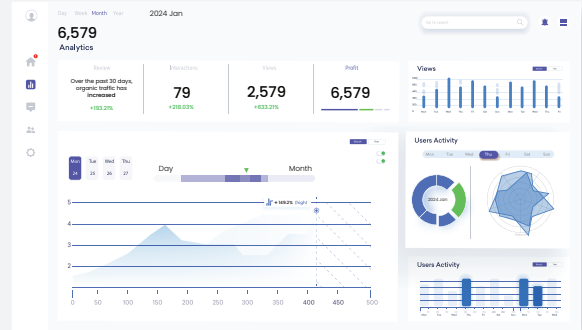
The moment I realized the ArborSite was working was when I received two Google leads in the first month that generated a 600% return on investment.

Now I have consistent web traffic and new lead generation that is hands off for me and seems to run itself."

- Marielle LaFleur, Co-Owner, Champion Tree and Plant Health Care

Results

As local search ads send engaged visitors to various areas within the Champion site, search engines respond to the increase with organic improvements based on the site's geo-located targeted keyword strategy.



PPC Visitor Growth

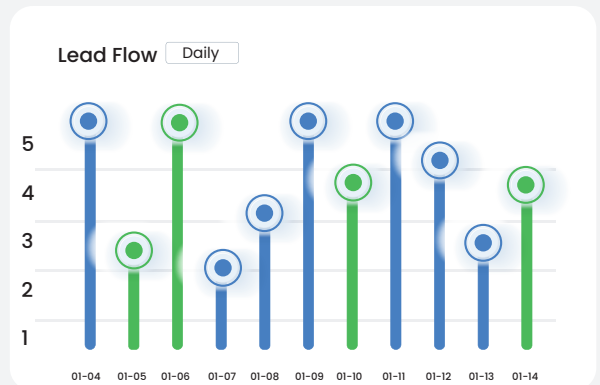
Increase in paid visitor traffic to the website within the first 30 days of launch

Organic

More than tripled organic traffic from prior 90 day period



Within the first thirty days of launch, Champion received five net new, qualified inbound leads, two of which have already generated a 600% return on ad spend investment.



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