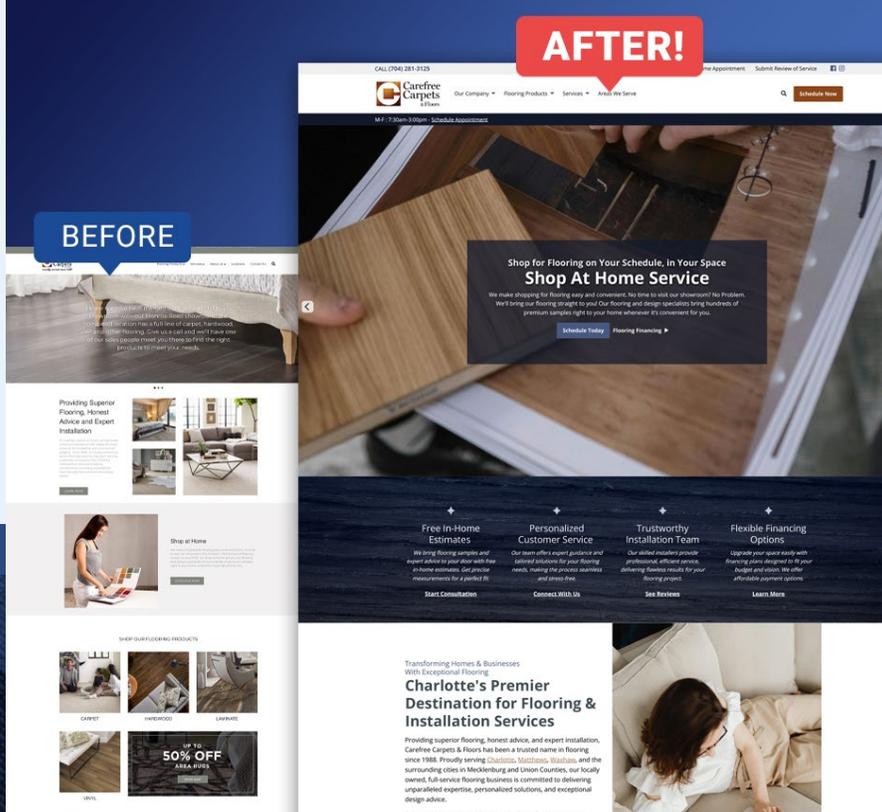


Case Study for Carefree Carpets & Floors



About

Since 1988, **CAREFREE CARPETS & FLOORS** has provided high-quality residential and commercial flooring solutions and professional installation for the Charlotte community. With decades of experience, the company is known for craftsmanship, reliability, and long-standing local trust.



+373% Growth in Total Website Traffic
(Q3 to Q4) (Across organic, paid, direct, and referral channels)

Organic Traffic Up Quarter Over Quarter
(Growth driven by strategy, not short-term tactics)

Steady Google Business Profile Visibility
(Maintaining strong local discovery and engagement)

Challenges

Even as an established flooring company, Carefree Carpets & Floors recognized that the way customers find and evaluate flooring providers has changed. To continue growing, they needed a modern digital presence that reflected their experience and performed consistently in search.

Key challenges included:

- An older website that no longer supported modern search behavior or conversion expectations
- Limited insight into performance trends across traffic sources
- A need for ongoing expert guidance to adapt to changing digital patterns without constant in-house effort

<https://carefreecarpet.com/>



Solution

Partnering with **Floorzap Growth Websites & Digital Marketing**, Carefree Carpets & Floors modernized its online presence with a scalable, performance-focused growth system, including:

- A professionally built, **SEO-optimized, mobile-friendly website** designed to attract and convert high-intent flooring shoppers
- Service and product **pages designed to rank and convert**
- City-specific landing pages to **improve search visibility** across the Charlotte area
- **Google Business Profile optimization** to boost discovery and engagement
- Integrated **Floorzap Lead Management System** for faster, more organized follow-ups
- Ongoing strategic oversight from a dedicated **Floorzap Growth Customer Success Manager**, monitoring trends and identifying opportunities for performance improvements
- Local Service Ads (LSAs) implemented and managed to **bring in qualified leads**

Success

A search-optimized website and ongoing strategic support became the foundation for accelerated digital performance. From Q3 to Q4 2025, Carefree Carpets & Floors experienced:

- **A 373% increase in total website traffic**, driven by growth across organic, paid, direct, and referral channels
- Organic website traffic that **outpaced the previous quarter**, signaling stronger search relevance and long-term visibility
- **Consistent Google Business Profile traffic** quarter over quarter, maintaining steady local discovery despite seasonal shifts
- A sustained **double-digit lead volume from Local Service Ads** each quarter, reinforcing a steady pipeline of high-intent flooring inquiries

Rather than experiencing volatility, Carefree Carpets & Floors established a stable, scalable digital foundation positioned for continued growth in 2026 and beyond.

WANT TO HAVE Similar Success?

Let Floorzap Growth help your company attract more leads, book more jobs, and dominate local search.

Get More Local Leads

- Lead Generation - Marketing - Improve Search Ranking - Modern Design - Google Listing Optimization - Reputation Management

