

Hardwood flooring internet marketing case study

A-Max Hardwood Floors – Boise, Idaho



Challenge

When Allan bought A-Max hardwood it was a 2 person company – the owner and a helper. The idea was to have a company that would be multi-crew with bigger income. The idea was to use SEO & advertising to grow the company.

Solution

BizMilk decided it would be a good idea to work the site from the ground up.

Step 1: Rework the A-Max brand to be more pleasing to potential clients to brand A-Max before a bid.

Step 2: Optimize the website to show up in the top 3 results in Google for the Boise, Idaho area

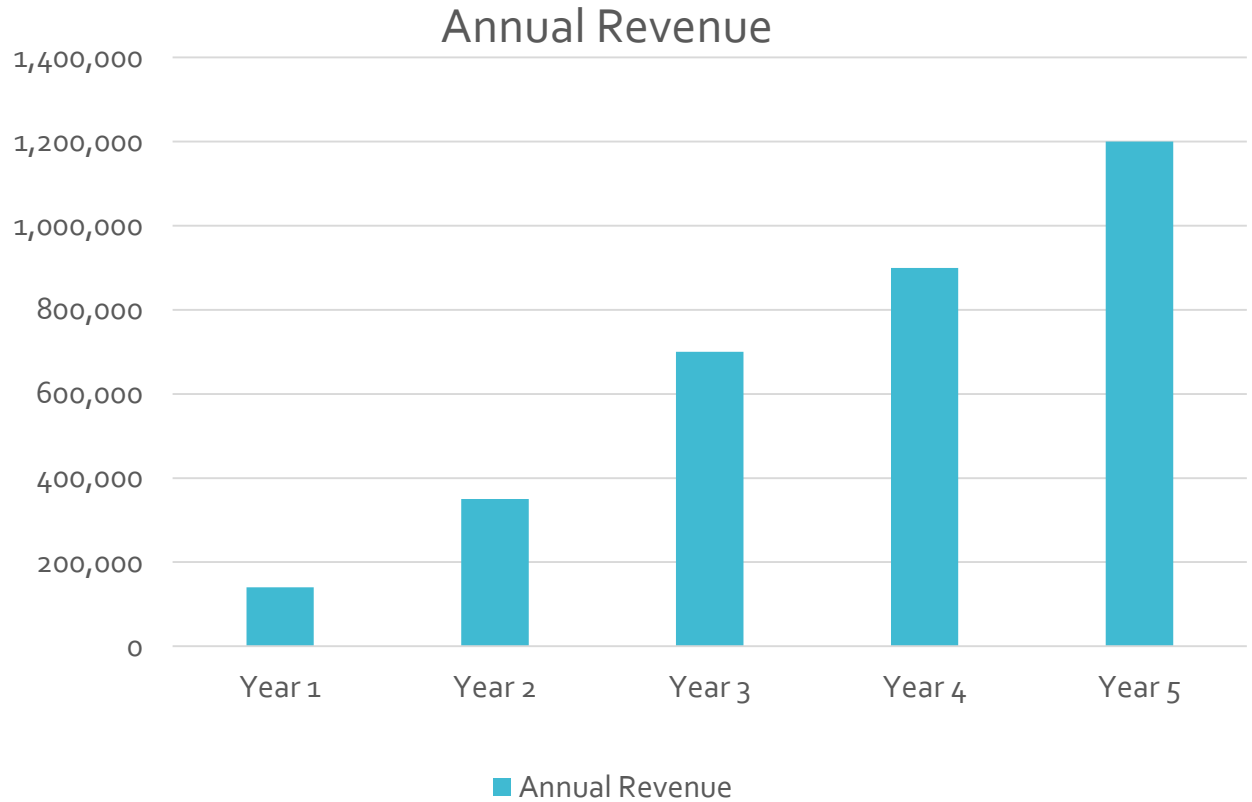
Step 3: Create content that potential clients would want to see and read while on the site to set the A-Max apart from other competitors in Boise.

Results

Within 11 months A-Max Hardwood was in the top results for Google organic results as well as the Google local placements.

This grew the company to 5 crews as of today. With over 500% growth in 4 years, the SEO/Brand rework paid off huge dividends for A-Max Hardwood.

Annual Growth



"BizMilk has really helped A-Max grow into what it is today. All our marketing dollars go into the site and online presence. As the lead estimator it helps to keep the schedule full 3-4 weeks out for 5 crews year round." - Tyson Frye

Just a few of
the other
hardwood
floor
companies
we've
worked with



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