

Introduction:

With a company history dating back to 1970, Myers Septic Service of Salisbury, NC, is a reputable and reliable business that offers septic tank installation, pumping, repair, and inspection, portable toilet rentals, and grease-trap servicing. The service area includes Rowan and the surrounding counties in central North Carolina --- Iredell, Davie, Davidson, Stanly, and Cabarrus.

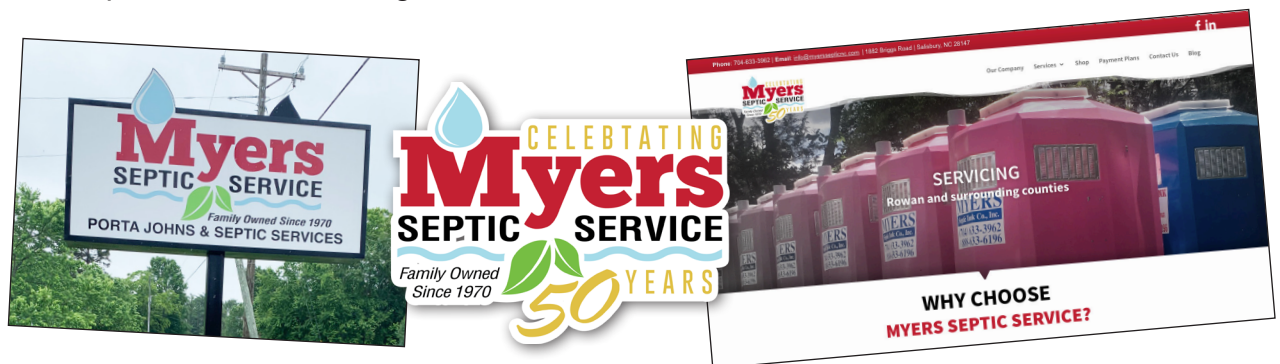
Customer Situation:

Myers Septic is a third-generation family-owned business, founded by Benny Myers 50 years ago. During those years, the company grew organically, with a strong focus on exceptional customer service and a reliance on word-of-mouth referrals. Benny Myers' grandsons, Garret and Seth Bean, took over the business in 2019, after their grandfather's death.

At that time, Myers did not have a website or any digital presence. The company had a great reputation in the community, though, and the new owners were committed to carrying forward their grandfather's business with the same honest, compassionate, and customer-service driven values. But, to keep the business going strong into 2020 and beyond, they knew that they needed to up their digital marketing game. This meant that they had to start from scratch and needed help to do so.

Miller Davis Involvement:

Miller Davis, Inc. of Salisbury partners with each and every one of our clients, working diligently to tell their stories and promote their products and/or services. When a client chooses us, their business becomes our business. From a comprehensive brand development to websites, digital marketing, or traditional print materials, we specialize in comprehensive marketing that delivers results.



In the case of Meyers Septic, we started with a relaunch of their brand with a new logo and tagline. These are the basis for all executions that are delivered on. The logo was a tribute to their 50th anniversary. The logo was also featured in an eye-catching 14-foot roadside sign at the Myers location off of a well-traveled area in Rowan County.

Our team then worked collaboratively with the new owners to carefully craft copy for a new website and design a professionally branded and mobile responsive website. Following completion of the website, digital marketing efforts were focused in three key areas: Pay-Per-Click (PPC), Search Engine Optimization (SEO), and social media.

Website

The objectives of the website are to uphold the Myers Septic brand and to be mobile responsive, intuitive for user navigation, and effective at converting new traffic into paying customers. Multiple types of tracking and analytics, conversions (goals), and retargeting audiences were installed to the back end of the website, all of which allows Miller Davis to continuously collect rich data used for building a better marketing strategy.

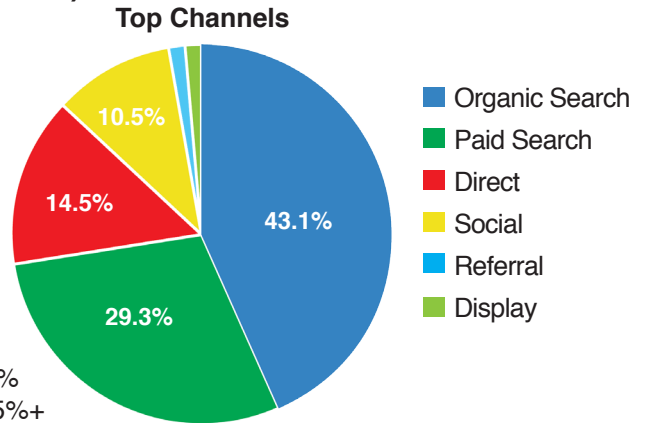
Website Analytic Averages (as of July 2020)

- Avg. Monthly Website Traffic 241 (NC Local Users)
- Conversion rate 11.99%
- Average bounce rate 53.64%
- Average pages per session 2.01

Industry Website Analytic Averages

Average Website Conversion Rate 2.35%, Top 25% of websites is 5.31%, top 10% of websites is 11.45%+

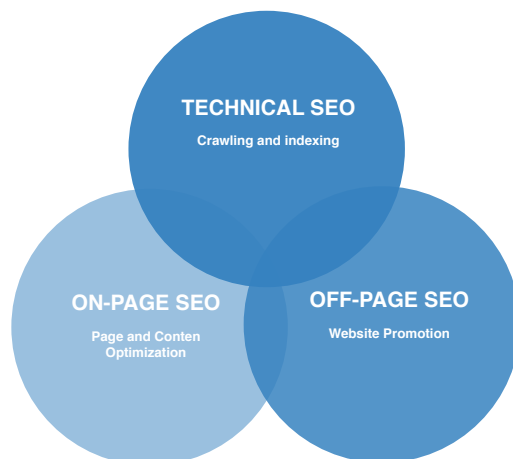
Reference: [Wordstream.com](https://wordstream.com)



SEO

Miller Davis performs monthly search engine optimization for the Myers Septic website. This is a long-term investment that will deliver organic traffic now and in the future. Below are some of the action log highlights:

- Miller Davis performed on-page, technical, and off-page SEO. Organic traffic makes up 43% of all the website traffic. This is a significant amount of traffic in relation to the newness of the website.





- Myers Septic is currently ranking and receiving traffic for the following search terms: septic tank pumping, septic tank pumping near me, septic tank, porta john rentals, and septic tank installation.
- Miller Davis continuously writes and uploads to the website original blog posts that demonstrate an expert level of understanding about the septic industry. These blog posts increase SEO ranking organically and offer a valuable expertise and guidance to new customers.

PPC

Miller Davis has been running Google Search Ad campaigns since the Myers Septic website launched. Myers Septic has had astonishing results! Myers Septic used the Google Ads campaigns to expand into a new service location.
Campaigns and Data

- Portable Toilet Rentals: 1,822 impressions, 194 clicks, \$17.31 per conversion, 32.98% conversion rate.
- Septic Pumping: 10,862 impressions, 805 clicks, \$8.21 per conversion, 38.50% conversion rate.

Sample Google Ads

Rowan County Septic Services | Don't Over Pay 
Browse Today | Affordable Septic Tank Pumping
 myerssepticnc.com/Septic/Pumping

Triads Experts At Septic Pumping, Cleaning & Repair, 24/7
Emergency Service, Family Owned.

Same Day Porta Potty Rental | Myers Septic -
Salisbury NC
 www.myerssepticnc.com

Clean Porta-Potties With Reliable Service. Triads Leading
Provider. Fast Customer Service. Rent a clean, durable, portable
toilet today. On-time delivery. Satisfaction guaranteed.

Social Media

Miller Davis helped Myers Septic establish its social media presence online by creating branded business accounts on Facebook, Instagram, Twitter, LinkedIn, and YouTube. The company previously had a Facebook Business page, but it was not set up fully and was not updated regularly and needed fresh graphics and additional information. Although not every social account has content published to it regularly, having the accounts set up helps drive locations on the web to the new website.

The digitally inclined new owners wanted to retain the responsibility of monitoring their social media accounts for private messages, comments, reviews, etc. so the Miller Davis team does not handle that aspect of their accounts. Rather, Myers has an assigned social media account manager who oversees the creation of regular branded social media content, as well as the Facebook ad campaigns.

Since Miller Davis began handling the company's social media management and presence, the reach and engagement has increased exponentially. Facebook is consistently the top driver of referral of traffic to the website, followed closely by Google and Google Ads.



[Watch This Client's Testimonial](#)



Conclusion:

With a professional web and digital presence, Myers Septic is achieving its business growth goals. As an example, the Google Ad campaigns designed and managed by Miller Davis are so successful at creating conversions* that Garrett Bean, the client, has requested multiple times that the digital team at Miller Davis temporarily turn off the campaigns so that his service team can catch up on their workload.

**Conversion – the act of a website visitor making a purchase or becoming a lead contact while using a company's website.*