

# ADVANCED ALUMINUM

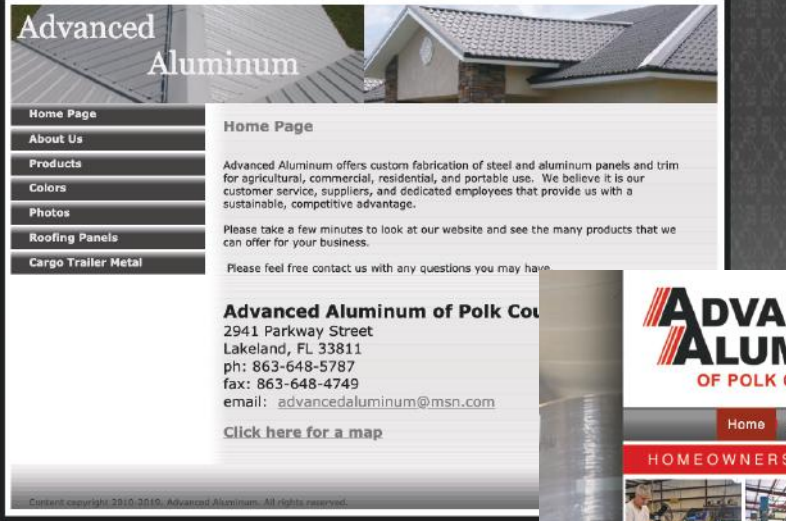
OF POLK COUNTY, INC.

# CASE STUDY

## Lakeland FL



**Frank Motola & James Smith**



before



after





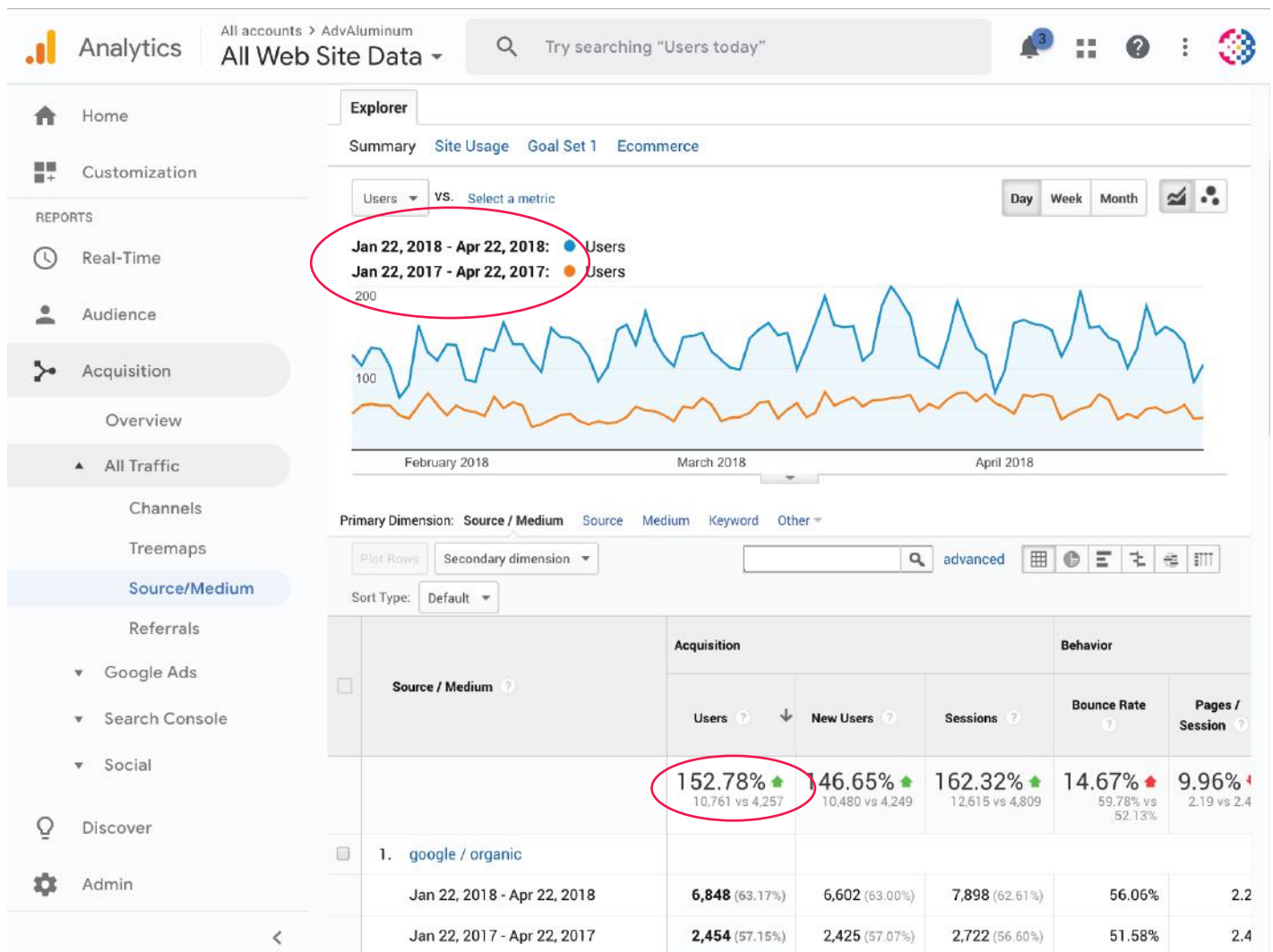
When Brandtastic starting working with Advanced Aluminum in 2017, their website had not changed for years! It was SERIOUSLY outdated and got very few visits. Despite this, many involved in this family-owned business were happy with the status-quo - and did not think that the Web held much Lead Generation promise for a business like theirs. But we landed the job to build a new website and this was a perfect opportunity for Brandtastic to prove ourselves.

The company manufactures and distributes Metal Roofing products, one of which is called an “R-Panel”. They sell to areas across all of Florida and Georgia but their website did not show anywhere in the 1st Five Pages of Google for these terms.

## Web Visits Are WAY UP and New Business is too.

Brandtastic Has Made Believers of All Those At Advanced Aluminum!

### Web Visit Are **Up 152% Year Over Year!**



Once their new website was built you can see by the tracking information below that they now rank for many of their products in these market areas in #1 Position on Google.

Keyword	Google Ranking	Old Site 2017	New Site 2018	Google Difference
Aluminum R-Panels	..	Not in top 50	6	Entered ←
Aluminum R-Panels Atlanta GA	..	Not in top 50	1	Entered ←
Aluminum R-Panels Augusta GA	..	Not in top 50	1	Entered ←
Aluminum R-Panels Bartow FL	..	1	1	0 ▫
Aluminum R-Panels Gainesville FL	..	5	1	+4 ↑
Aluminum R-Panels Jacksonville FL	..	Not in top 50	1	Entered ←
Aluminum R-Panels Lakeland FL	..	1	1	0 ▫
Aluminum R-Panels Macon GA	..	Not in top 50	1	Entered ←
Aluminum R-Panels Melbourne FL	..	Not in top 50	1	Entered ←
Aluminum R-Panels Miami FL	..	Not in top 50	1	Entered ←
Aluminum R-Panels Orlando FL	..	Not in top 50	1	Entered ←
Aluminum R-Panels Pensacola FL	..	Not in top 50	1	Entered ←
Aluminum R-Panels Savannah GA	..	Not in top 50	1	Entered ←
Aluminum R-Panels Tallahassee FL	..	Not in top 50	1	Entered ←
Aluminum R-Panels Tampa FL	..	9	1	+8 ↑
Aluminum R-Panels Valdosta GA	..	Not in top 50	1	Entered ←
Aluminum R-Panels Winter Haven FL	..	Not in top 50	1	Entered ←
Metal R-Panels Atlanta GA	..	Not in top 50	3	Entered ←
Metal R-Panels Augusta GA	..	Not in top 50	3	Entered ←
Metal R-Panels Bartow FL	..	Not in top 50	1	Entered ←
Metal R-Panels Gainesville FL	..	Not in top 50	1	Entered ←
Metal R-Panels Jacksonville FL	..	Not in top 50	1	Entered ←
Metal R-Panels Lakeland FL	..	1	1	0 ▫
Metal R-Panels Macon GA	..	Not in top 50	4	Entered ←
Metal R-Panels Melbourne FL	..	Not in top 50	1	Entered ←
Metal R-Panels Miami FL	..	Not in top 50	2	Entered
Metal R-Panels Orlando FL	..	Not in top 50	1	Entered
Metal R-Panels Pensacola FL	..	Not in top 50	1	Entered
Metal R-Panels Savannah GA	..	Not in top 50	2	Entered
Metal R-Panels Tallahassee FL	..	Not in top 50	1	Entered
Metal R-Panels Tampa FL	..	Not in top 50	7	Entered
Metal R-Panels Valdosta GA	..	Not in top 50	1	Entered
Metal R-Panels Winter Haven FL	..	Not in top 50	1	Entered
Steel R-Panels Atlanta GA	..	Not in top 50	1	Entered
Steel R-Panels Augusta GA	..	Not in top 50	3	Entered
Steel R-Panels Bartow FL	..	Not in top 50	1	Entered

