



## WINDSHIELD REPLACEMENT & REPAIR SERVICES.

### ABOUT PAG

Premiere auto glass is the independently owned & operated auto glass repair center serving the greater Phoenix metro area since 2002. They offer different services with a thoroughly trained and certified team of auto glass professionals; they want to make it one of the most sought windshield replacement providers in the area.



### CAMPAIGN OBJECTIVES

In 2021 Premier Auto Glass reached out to Digital Maxima to revamp its website and increase overall web conversion and sales. Our goal was to enhance Google rankings for targeted keywords and drive high-converting traffic to its website using PPC Ads, Smart SEO, and Social Media Marketing.

## AT A GLANCE – RESULTS

- **425% increase in Web Conversions**
- **367 % Increase in Phone Calls**
- **CPC (Cost Per Click) Came down from \$18 a click to \$9 a click (50% decrease)**



## ● CHALLENGES

- The website was totally outdated. A fresh look was required.
- No Social Media presence existed.
- Zero online presence when it came to backlinks or referral citations.
- PPC Ads were running on an extremely high CPC and Cost Per Conversion
- The industry was highly competitive

## ● SERVICES WE PROVIDED

-  Search Engine Optimization (SEO)
-  Pay-Per-Click (PPC)
-  Social Media Marketing (SMM)

## ● SOLUTIONS

Since we took over the company's digital advertising strategy in September 2021, We revamped the site and refreshed the entire PPC campaign with a new bidding strategy and keywords.

Our goal was to be as conversion-focused as possible and also maintain the brand essence along the way.



## DIGITAL MAXIMA

-  [www.digitalmaxima.com](http://www.digitalmaxima.com)
-  (801) 901 7560
-  [info@digitalmaxima.com](mailto:info@digitalmaxima.com)
-  Salt Lake City, Utah