

## Case Study

How WebGuy724 helped G. Fedale Roofing & Siding establish a successful online presence and generate high quality leads that have contributed to the steady and consistent growth of their business.

## About G. Fedale Roofing & Siding

G. Fedale Roofing & Siding has been a competitive leader in the home improvement industry since 2002. G. Fedale provides home remodeling services, including roofing, siding, gutters, windows, doors, decks, masonry, insulation, stucco remediation, and more to Delaware and Southeastern PA. G. Fedale's Core Values are:



**Family** - We are a family owned company. We deeply appreciate relationships and seek to create a family environment for our customers and our employees.

**Excellence** - We require nothing less than the best out of ourselves, our employees and our suppliers. No competitor can beat the quality of our products, our customer service and our installation process.

**Dedication** - We are dedicated to ensuring the job is done right! We stand behind our work and provide

warranties that give our customers peace of mind for many years to come.

**Attitude** - We seek to bring a positive atmosphere to every project with managers and installers who are good listeners and are problem solvers. We bring solutions with a smile.

**Leadership** - We seek to lead our company with integrity and to set the standard for our industry in the communities we serve. We seek to live by example, asking nothing of anyone that we aren't willing to do ourselves.

**Experience** - We bring true understanding to the industry with owners, leaders and installers that have many years of experience in providing top notch leadership, the best products, installation and customer service. Our new employees learn only from the best in the business and leave a legacy for others to follow.

Learn more about G. Fedale Roofing & Siding at [www.gfedaleroof.com](http://www.gfedaleroof.com).

### About WebGuy724

WebGuy724 is the dedicated website division of Info724 Ltd. and has been providing website solutions since 1999. The WebGuy724 team is comprised of website professionals with a wide range of website skills, including website design, website development, content writing, Internet Marketing, Search Engine Optimization, Pay Per Click advertising, and more. WebGuy724 values and strives to provide world class support at a reasonable and competitive cost.

WebGuy724 helps organizations of any size and has a passion is for helping small businesses. They understand the challenges small businesses face with creating, maintaining, and getting the most out of a website. They listen to their clients' needs and goals, and customize and deliver a solution that helps take a website presence to the next level - generating new leads and new customers. Learn more about WebGuy724 at [www.webguy724.com](http://www.webguy724.com).

### The White Glove Service

WebGuy724 has had a long standing working relationship (since 2011) with G. Fedale Roofing & Siding. In addition to creating and maintaining the [www.gfedaleroof.com](http://www.gfedaleroof.com) website, WebGuy724 has provided and continues to provide a White Glove Service, which includes:

- Website statistics tracking and comparison to the starting baseline of numbers that are measured.
- Search Engine Optimization of the website.
- Setup, review, and optimization of Internet marketing, including AdWords and Bing/Yahoo.
- Management of email marketing.
- Monthly backups, testing, and repair to make sure all links, pages, and features are working properly.
- Monthly review calls with analysis, recommendations, and implementation of agreed upon improvements.

### The Results

- The [www.gfedaleroof.com](http://www.gfedaleroof.com) site consistently comes up in the top three Google organic rankings for most of their important keywords.
- The [www.gfedaleroof.com](http://www.gfedaleroof.com) site is also reaching targeted searchers via a Google AdWords campaign and Bing/Yahoo ad campaign.
- G. Fedale is consistently receiving dozens of conversions a month from their request form on their website.
- G. Fedale is consistently receiving hundreds of phone calls from their website, as measured by a call forwarding number.

### The Growth of G. Fedale Roofing & Siding

- Now employ over 100 people.
- Recently expanded by opening a new office in North Wales, PA.
- Have expanded their service offerings, including stucco remediation, decks, snow removal.
- Earnings figure has reached \$16 million and is still growing.

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### G. Fedale Testimonial of WebGuy724

"We've enjoyed our working relationship with WebGuy724, and can credit them for helping with the success and growth of our business. They've provided an effective website that generates targeted traffic and converts visitors to customers, and also have created and continue to maintain Internet marketing campaigns that are by far the largest source of our leads and new customers. WebGuy724 is always responsive to our needs and requests, and it's been a pleasure working with them. We would recommend WebGuy724 to our family and friends."