

What You Don't Know *Can* Hurt You

Gold's is a service company.

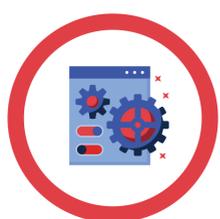
In the past, they had always relied heavily on referrals to grow their customer base, and hadn't invested in marketing of any kind.



But Gold's knew referrals could only take them so far. If they wanted to continue growing their customer base, they'd need to make a real investment in marketing.

So they engaged with their first-ever digital marketing agency to help with SEO. And it worked!

Or at least, it seemed like it worked, because they almost immediately saw a boost in phone calls coming in through the Google Business listing their SEO team had set up.



The problem? Gold's knew the number of phone calls their new SEO agency had helped bring in, but they had no idea how many of those leads were actually being closed – let alone the total revenue that could be attributed to those leads.

In other words, Gold's had no way of knowing for sure whether their recent decision to invest in SEO was actually paying off, because they didn't have a process for determining the value of phone leads.

Are these phone calls *qualified* leads?

If they *are* qualified leads, are they being closed?

If they are being closed, how much revenue are they bringing in?

To get answers, Gold's worked with their SEO team to set up a call tracking program.

Using the program, they were able to listen to MP3 recordings of all phone calls from customers who found their business through organic search.



What they discovered? The phone calls Gold's new SEO agency was bringing in were, in fact, qualified leads.

In fact, by cross-referencing the phone numbers of recent customers with the list of phone calls that came in through organic search, Gold's determined that their SEO team helped bring in \$63,000 in revenue from phone leads over a 60-day period. **Not bad!**



But that's not all: listening to phone call recordings also helped Gold's uncover some weak spots within their internal sales process that were losing them qualified leads.

Identifying these issues gave Gold's a deeper understanding of what they can do internally to increase the rate of marketing leads being closed.

Today, Gold's can set clear, realistic goals for phone leads from organic search – and they hold their SEO team accountable for meeting them.

Plus, as they work toward resolving problems within their internal sales process, Gold's can use the rate of qualified phone leads their team closes as a way to measure improvement.



The Takeaway: Knowledge is Power

Gold's put in the work to fill in their knowledge gaps about the value of the phone calls brought in through SEO. In doing so, they were not only able to define concrete, measurable goals for future marketing initiatives, but also gained invaluable insights into where they can improve in order to continue growing as a company.