

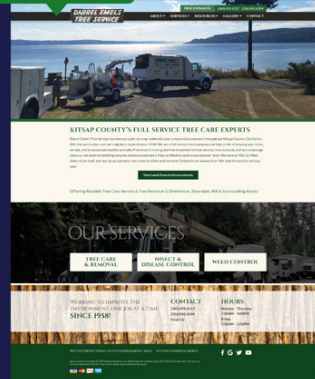


Case Study for ARBORSITE

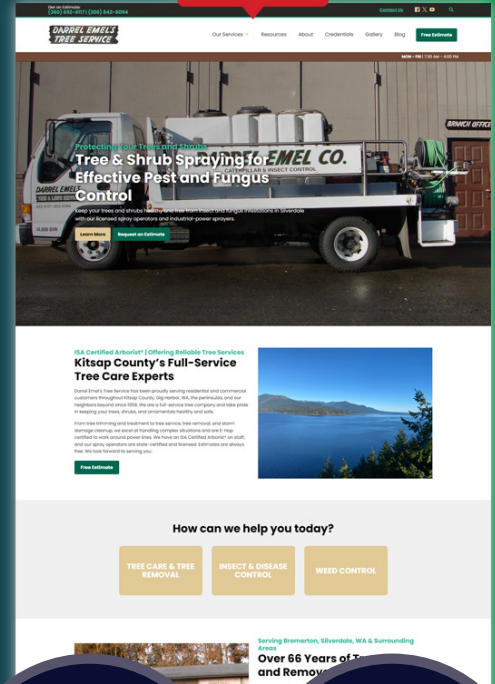
Darrel Emel's Tree Service

Residential & Commercial Tree Care and Removal Services

BEFORE



AFTER!



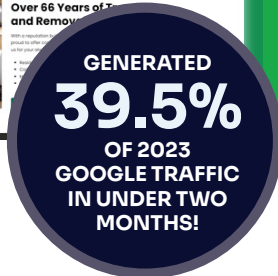
About

KITSAP COUNTY'S FULL-SERVICE TREE CARE EXPERTS

Darrel Emel's Tree Service has proudly served customers in Gig Harbor, WA, and the surrounding areas since 1958. As a full-service tree care company with an ISA Certified Arborist®, they specialize in tree trimming, removal, and storm damage cleanup and are E-Hap certified.

The Challenge

Darrel Emel's Tree Service faced several challenges, including the need for marketing expertise, better quality leads, an updated website, and a desire to grow their reviews. They sought a solution to address these challenges and improve their overall digital marketing strategy.



“ARBORSITE IS THE BEST MOVE WE’VE MADE YET FOR OUR ONLINE PRESENCE! When I saw the back-end access and that I could easily change my site, I was like, ‘Oh, sign me up now, please!’”

~ Jacquie Wagner, Vice President, Darrel Emel's Tree Service

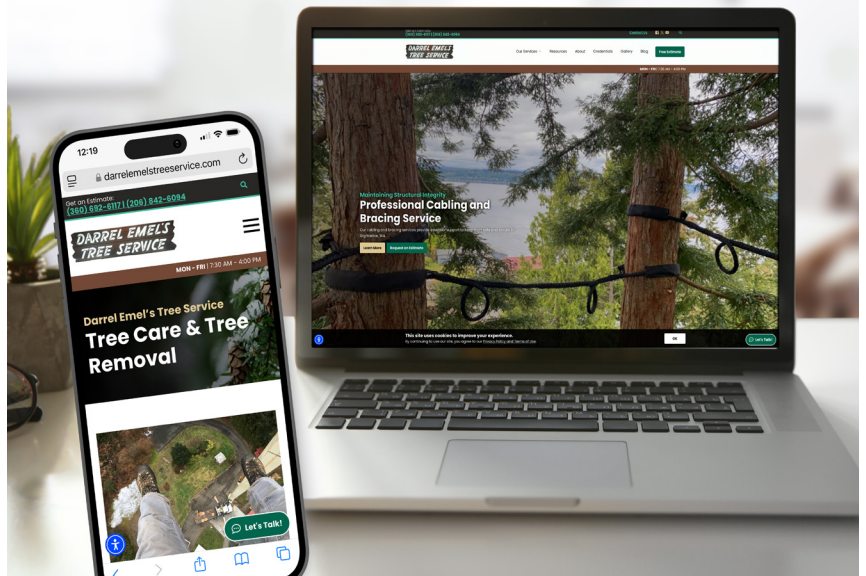
Objective

Darrel Emel's Tree Service wanted to leverage ArborSite to create a modern, easy-to-update, and easily navigable website to increase organic website traffic and generate quality leads.

Solution

ArborSite equipped Darrel Emel's Tree Service with unique product features and service benefits that significantly enhance the company's organic digital marketing approach.

- A **new, modern, and mobile-responsive website** tailored to the tree service industry.
- Creation of **SEO-optimized content** that targeted local customers and aligned with Darrel Emel's Tree Service offerings and objectives to help improve their organic search rankings and visibility.
- An **easy-to-use website management platform** that allowed staff members to effortlessly make changes and monitor website content, giving them full control over their online presence and ensuring the website remained consistently updated.
- **Integrated web forms into Arborgold Software**, enabling seamless handling of new estimate requests and contact form submissions, improving efficiency in managing leads and follow-up.
- **Monthly metrics and analysis** to help Jacquie understand lead sources and marketing ROI.



Results

“When I flip it now (our website), I wanna smile... and I do! Our online presence has changed from a hanging hassle to a quiet source of joy because I know I can address things on the website, and I can relax about our SEO because we’re once again in excellent (and involved) hands!”

~ Jacquie Wagner

Through partnering with ArborSite, Darrel Emel's Tree Service experienced substantial growth in organic website traffic, increased lead generation through web form submissions, and enhanced visibility in their target market.

ArborSite's solution delivered on the customer's goals and provided them with a modern and effective digital marketing strategy.

- **Achieved 87.5% of previous year's organic website traffic in under two weeks**
- **15 new web form lead submissions in less than 2 weeks**
- **30 new web form lead submission in one month**
- **Generated 39.5% of total Google Business Profile traffic in less than two months with ArborSite, compared to the entire year of 2023.**

“I knew that you guys were going to solve the problems I had. Your website would beautifully update our current website (especially the regional pages), and more importantly to me, I would once again have backend access, with help if I need it.”

~ Jacquie Wagner