

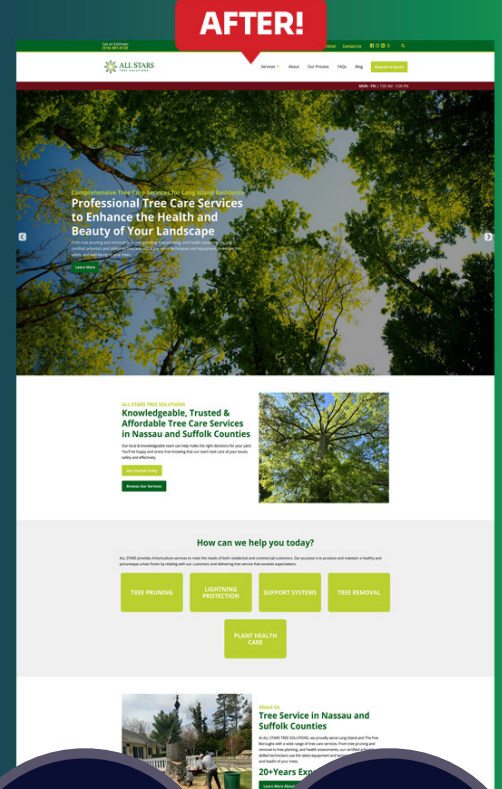
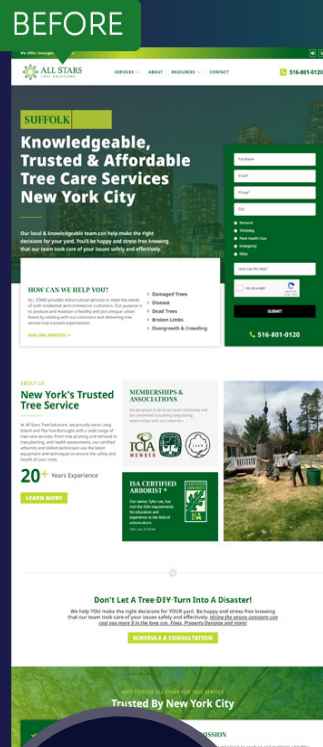
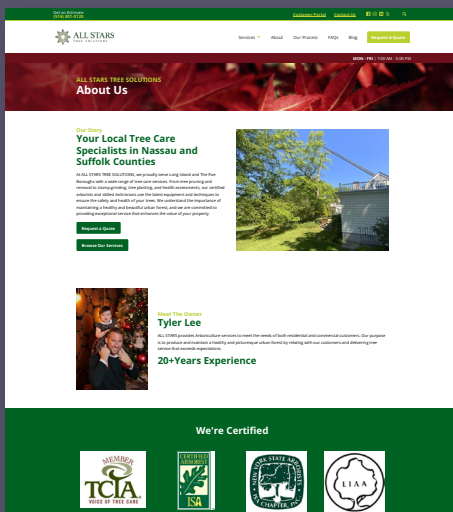


# Case Study for ALL STARS TREE SOLUTIONS

Arboriculture Services for  
Residential & Commercial  
Properties

## About

**ALL STARS TREE SOLUTIONS** is a **trusted tree care company** providing expert services such as tree removal, pruning, planting, stump removal, and plant health care. Serving Nassau and Suffolk Counties, they are proud members of the **Tree Care Industry Association (TCIA™)** and employ **ISA Certified Arborists®**, ensuring the highest standards of quality and professionalism.



**172**  
ORGANIC  
LEADS OVER  
8 MONTHS

**67%**  
INCREASE  
IN LEAD  
CONVERSION

**76%**  
INCREASE IN  
GOOGLE BUSINESS  
PROFILE CALLS

**“Out of 10 leads, we’re now closing half —  
before, it was maybe three out of ten.”**

~ Tyler Lee, owner of  
ALL STARS TREE SOLUTIONS.

## The Challenge

**ALL STARS TREE SOLUTIONS** struggled to connect with its ideal audience. Despite trying multiple marketing agencies, their efforts lacked precision and measurable ROI. “Reaching the right clientele was our biggest problem,” Tyler said.

Additionally, their previous marketing strategies did not integrate seamlessly with their existing operations, creating inefficiencies in handling new leads.

**“Your customer service, website build, and the integration with Arborgold have streamlined everything.”**

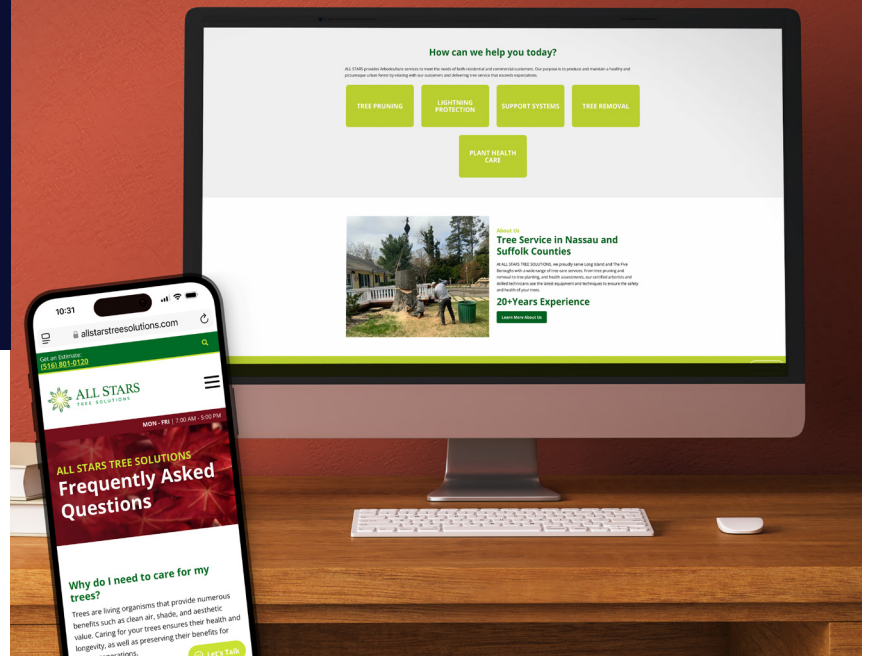
~ Tyler Lee

## Solution

Arborgold Growth offered a comprehensive solution tailored to the needs of **ALL STARS TREE SOLUTIONS**:

- **Mobile-Responsive Website:** A sleek, modern site designed to work flawlessly on any device.
- **SEO-Optimized Content:** Localized and service-specific content to improve organic search rankings.
- **User-Friendly Management Platform:** Simplified tools for effortless content updates.
- **Integrated Web Forms:** Direct integration with Arborgold Growth Software for efficient lead tracking and estimates.
- **Monthly Analytics & Insights:** Ongoing performance reports to measure success and adjust strategies.

The screenshot displays the 'Request A Quote' form on the ALL STARS TREE SOLUTIONS website. The form includes fields for 'First Name', 'Last Name', 'Company Name', 'Phone', 'Email', 'Address', 'City', 'State', and 'Zip'. It also features a 'Preferred contact method?' dropdown, a 'Service type?' section with radio buttons for 'Residential' and 'Commercial', and a 'Please select the services you are interested in' section with checkboxes for 'Tree Removal', 'Tree Pruning', 'Plant Health Care', 'Lightning Protection', and 'Support Systems'. An 'Additional Comments?' field is at the bottom, followed by a 'Send' button and a 'Privacy Policy' link.



## Results

**KEY PERFORMANCE METRICS** (May–December 2024):

- **Organic Leads: 172**
- **Organic Website Traffic: 314**
- **Total Website Traffic: 1,428**

**GBP METRICS:**

- **Website Clicks: 260** (42% increase from 2023)
- **Calls: 129** (76% increase from 2023)
- **Traffic: 5,261** (77% increase from 2023)

**OCTOBER–DECEMBER 2024 SNAPSHOT:**

- **Total Leads: 24**
- **Organic Traffic: 95**
- **Total Website Traffic: 324**

The partnership between **ALL STARS TREE SOLUTIONS** and **Arborgold Growth** has redefined what effective digital marketing looks like for the tree care industry. By delivering a mobile-optimized, SEO-rich website integrated with Arborgold Growth's Software, ALL STARS TREE SOLUTIONS consistently attracts high-quality leads and converts them into satisfied customers.

**“You have been able to zero in on our target audience and clients.”**

~ Tyler Lee