



### CLIENT PROFILE



**Shade 'N Net**  
Phoenix, AZ

**Industry**  
Manufacturing

**Employees : 25**

#### Implemented

- SEO Campaign
- Website Redesign
- E-mail Marketing
- Google Adwords Mgt.
- Social Media Mgt.

**Visionary IT**  
Phoenix, AZ

[www.visionaryaz.com](http://www.visionaryaz.com)  
**602.754.0101**

## National SEO Success Story



"Having previously tried a several other companies / consultants, we're now quite pleased with the results and professionalism of Visionary IT. We're on the right track with our website and other issues, which has been a pleasant change from our other experiences. Quick responses to inquiries, coupled with a "can do" attitude has been just what the doctor ordered for our IT and SEO needs! We highly recommend Visionary IT & their services"

**-Rudy Martinez - CEO @ Shade 'N Net**

#### Customer Profile:

Shade 'N Net is the nations leading manufacturer of high quality shade structures for commercial use. National competition is very high with competitors such as Home Depot & Target. In 2012 Shade 'N Net launched a DIY shade kit store.

#### Customer Challenges:

Soaring pay per click cost and expensive direct mail campaigns were not producing the desired long term results. The existing website was not converting visitors to leads due to outdated design.

#### The Solution:

A free website audit and competitor report allowed us to map out a specific solution that meets the needs of Shade 'N Net resulting in a \$20,000 initial return.

1. **Organic Results** — Improved website traffic 375% and ranked #1 on Google for over 8 local & national keywords. Shade 'N Net now outranks big names such as Home Depot & Target retail stores.
2. **Adwords Management** — With proper pay per click management, monitoring and experience Shade 'N Net spends money on only high targeted visits resulting in dramatically improved profitability.
3. **E-mail Marketing & Social Media**— Established social presence with custom graphics to reinforce branding. E-mail marketing campaigns allow promotional messages to be sent over time to convert prospective clients into buyers. Social media management means Shade 'N Net can connect with vendors & clients via social channels such as LinkedIn and Facebook without spending a lot of time.