

Home Tech *SEO*

AND DIGITAL MARKETING



Accelerating Home
Automation Lead Generation
and Revenue Growth with
High-Velocity Digital
Marketing

A 10x ROI in < 3 Months Case Study



EXECUTIVE SUMMARY

A local home automation company partnered with Home Tech SEO to drive \$300,000+ in quotable leads in just 2 months.

THE GOAL

To rapidly outpace competitors and secure a dominant pipeline of affluent residential AV projects.

This case study reveals the exact blueprint that delivered fast, scalable, and trackable results, showcasing quantifiable ROI and actionable tactics for CEOs and owners in the smart home/AV/tech industry.



DEEP COMPETITIVE INTELLIGENCE AND GAP ANALYSIS

OBJECTIVE

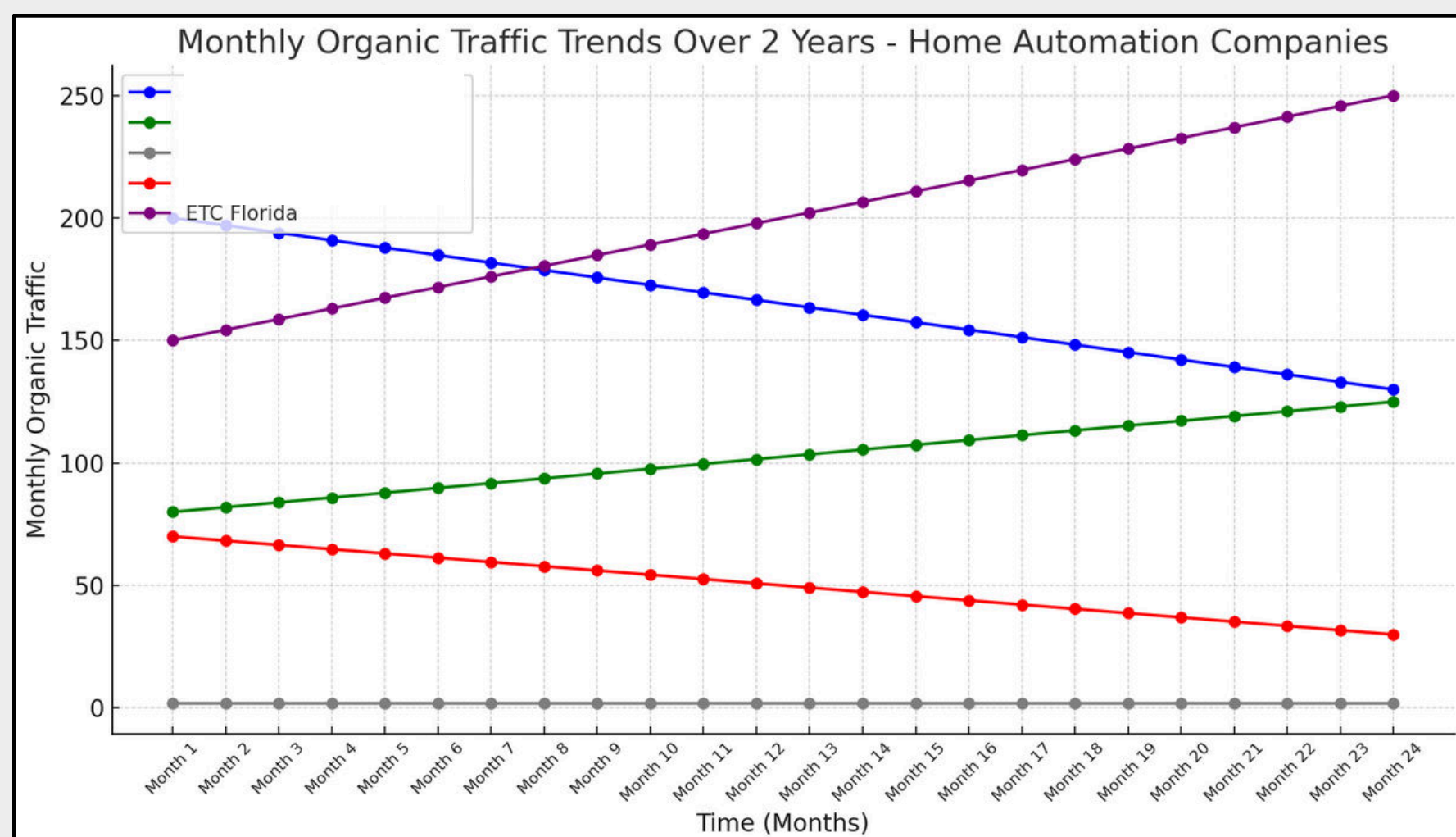
Uncover market gaps and “easy win” opportunities to leapfrog competitors.

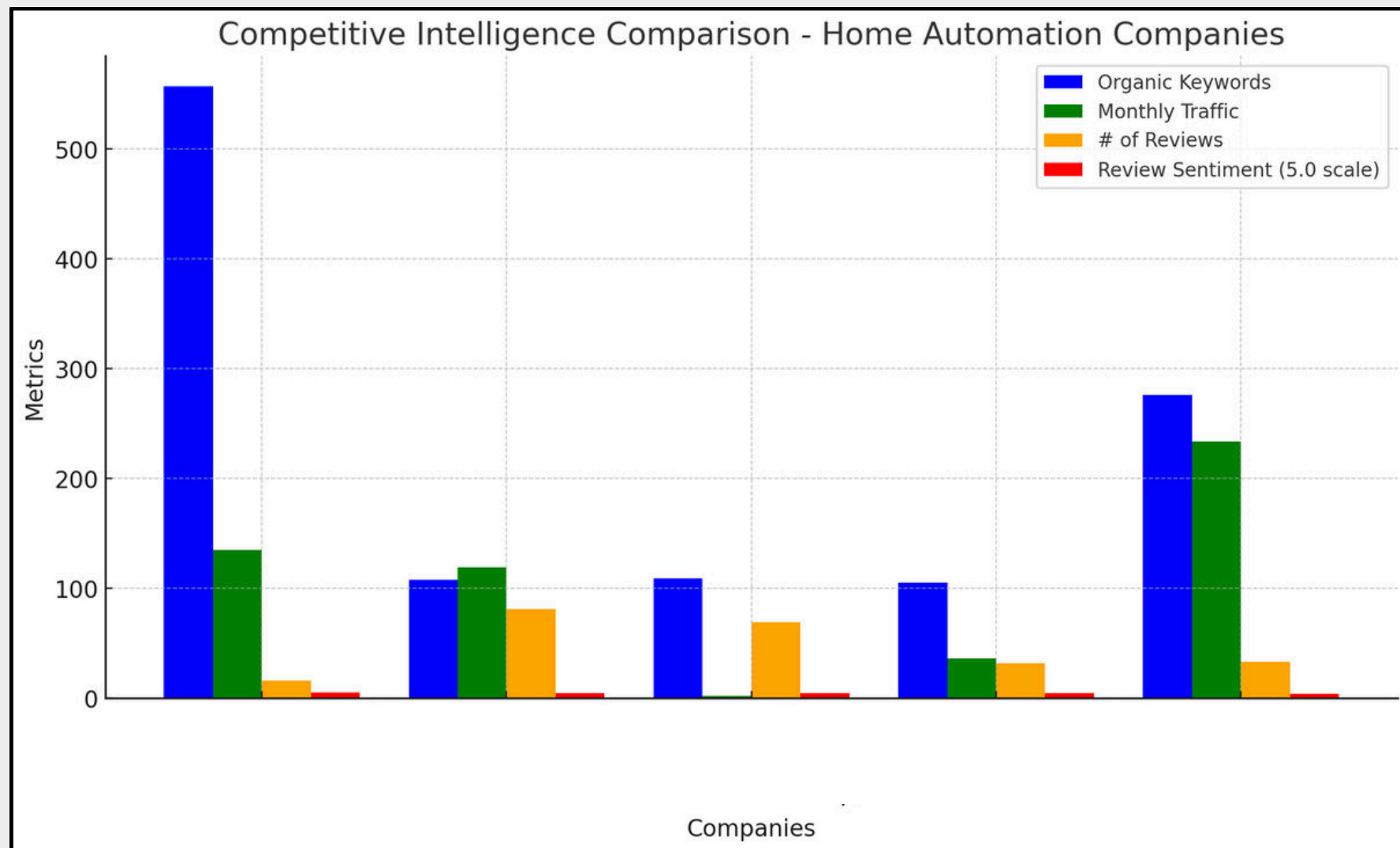




PROCESS

- Researched 5 direct competitors in the home automation and AV space.
- Audited their websites, rankings, content depth, usability, and backlink profiles.
- Compiled a clear SWOT matrix:
 - Where competitors were stronger (SEO or brand authority).
 - Areas missed by rivals (ripe for targeted content, fast links, or UX upgrades).





OUTCOME

A prioritized action plan targeting high-impact, quick-win opportunities for SEO boosts, paid traffic, and conversion improvements.





KEYWORD PHRASES AND STATISTICS REVIEW

OBJECTIVE

Laser-focus on buyer-ready keywords to maximize qualified lead capture.





PROCESS

- Identified local, buyer-intent, and luxury market keywords in home automation and AV.
- Compiled live search volume, CPCs, and keyword competition data.
- Mapped competitor keyword rankings and compared with baseline client performance.

DELIVERABLES

A data-backed keyword strategy and editorial plan, fueling both organic rankings and high-performing ad campaigns.





WEBSITE REVIEW

OBJECTIVE

Remove conversion barriers and boost qualified inquiry rates.





PROCESS

- Audited the home page and key landing pages for clarity, value proposition, and strong CTAs.
- Evaluated content quality, authority signals, and seamless keyword integration.
- Checked credibility (testimonials, awards, visual polish).

ACTION ITEMS

Quick UX tweaks, updated copy, and sharpened CTAs led to a higher conversion rate from both SEO and paid campaigns.





TECHNICAL SEO REVIEW

OBJECTIVE

Eliminate hidden technical roadblocks for Google and users.





PROCESS

- Ran full website scan to spot issues (crawlability, sitemaps, broken and redirect chains, robots.txt errors).
- Reviewed mobile speed, Core Web Vitals, and schema markup in detail.
- Checked on-page and metadata structure for target keywords.

PRIORITIES DELIVERED

Immediate technical fixes (site speed, mobile optimization, internal links, schema) yielded fast organic ranking gains and improved user experience.





12/20

IMPLEMENTATION ROADMAP AND RAPID RESULTS

PHASE 1 (MONTHS 1-2)

Foundation, Instant PPC, and SEO Sprint



hometechseo.com



- Installed end-to-end call and form tracking: every lead, quote, and deal linked to its source for clear ROI.
- Launched Google PPC for top buyer-intent keywords with A/B tested copy and fast lead generation.
- Initiated immediate technical SEO fixes, rapid content optimizations, and initial link-building.
- Deployed remarketing on all channels to capitalize on “warm” audiences.





RESULTS IN THE FIRST 60 DAYS

- \$300,000+ in qualified leads attributed directly to SEO campaigns.
- Fast uptick in organic rankings, pushing several new pages to page one in Google for key services.
- Conversion rates climbed, with tracked improvements on every optimized landing page.





IMPLEMENTATION ROADMAP AND RAPID RESULTS

PHASE 2 (MONTHS 3-12)

Multi-Channel Digital Marketing Growth Engine





- Publish SEO-driven blog posts, service pages, and industry thought leadership.
- Expand backlink outreach: high-authority directories, guest posts, and synchronized local citations and directories.
- Grow social media presence (LinkedIn/Facebook) as an authority brand, sharing project wins and educational content.
- Launch segmented email campaigns, delivering nurture sequences, promos, industry news, and features.
- Scale up paid ad spend on top performers, constantly optimizing and redeploying budget for highest ROI.





MEASUREMENT AND ITERATION

- Monthly analytics deep-dives correlated campaigns to leads, quote values, and closed deals.
- Quarterly strategy sessions doubled down on what worked, swiftly cutting out weaker channels and scaling success.
- Conversion rate optimization (CRO) was ongoing; CTAs, forms, and landing page messaging continually tested and refined.





KEY TAKEAWAYS AND NEXT STEPS

Immediate results: Fast PPC launch + technical SEO = qualified leads and booked meetings from month one.

Full-funnel attribution: Every marketing dollar and action tracked to closed deals for transparent, actionable ROI.

Compounding growth: Consistent monthly and quarterly reviews created a snowball effect of improvement.

Competitive advantage: Outmaneuvered slower competitors still using outdated, untracked marketing tactics.





RECOMMENDATIONS FOR CEOS/OWNERS

Prioritize what drives pipeline and profit.

Track everything, invest in what works, and update frequently.

Blend immediate-lead channels (PPC) with sustainable growth investments (SEO, content, email).

Make data-driven decisions with reporting and attribution at the core.



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Ready to replicate
this success?

Schedule an Introductory Call with
Charlotte Howard.

See what's possible for your home
automation/AV business when you
combine rapid execution with high-
converting digital marketing.

SCHEDULE AN INTRO CALL