

# Oakville Pump Service

## Business Background

The Oakville Pump Service team has decades of experience repairing, maintaining and installing wells and pumps, water filtration and purification systems, and water tanks and storage systems. The OPS team comprises water treatment and distribution operators. These professionals oversee operations at 30+ water systems in the Napa Valley. They are also actively involved in helping these water systems implement processes related to leak detection, tank and pump monitoring, and automatic water metering. The OPS team carries out water quality tests to help families find out if their drinking water is safe. It also helps clients with well and spring testing. To keep disruptions during water system installation to a minimum, OPS provides a filled 725-gallon potable water trailer with pumps and connections.

## Market Competition

Some competitors of the client are – McLean & Williams Inc, Water Well Drilling & Pump Services, and D Bess Pump & Well.

## Challenges

- The website had a high bounce rate
- The website navigation was improper, and was confusing visitors instead of helping them find what they were looking for
- The website was loading slowly

## Tasks

- We performed a website audit to identify unnecessary design elements that were dragging the website down
- We removed clutter from the website. Our development team worked in tandem with the SEO team to identify and eliminate unnecessary elements

- High bounce rate was a major concern. We took several steps to reduce the bounce rate. Our teams optimized page load time; replaced the old, ineffective CTA with a new, crisp CTA; optimized the site for mobile; and tweaked the internal linking structure
- We made all navigation elements clickable links; replaced old navigation titles with new, effective titles; and divided categories clearly

## Actions

Our PPC team came up with and implemented an effective advertising strategy. Ads were optimized for mobile devices. The SEO team optimized images and other large files on the website. We analyzed website data to gain insights into user behavior. Our SEO team earned quality backlinks from authority sites. Our content team created user-centered content. The SEO team distributed content on different platforms and implemented a social listening strategy.

## Time Frame

The project was started in August 2018 for link building and content marketing campaign, which brought successful results & rankings to the client.

## Project Goal

The client’s primary concern was the high bounce rate. They wanted us to make the website more user-friendly with easy-to-understand navigation and page layout. The client wanted us to identify and get rid of distractive and unnecessary design elements.



# Conclusion

The bounce rate dropped significantly. Website visitors' average time spent on site increased. We were successful in driving qualified traffic to the website.

