

Frantz Construction Case Study

A holistic approach to contractor marketing

The Keokee Way

We develop the lead-generating capacity of your digital assets so that you can focus on what you do best. Drive more traffic to your website. Convert more visitors to leads. Grow your business. Increase your profits.

Key metrics

In just two years of working with Keokee, Frantz Construction has had the following:



62.34%

Increase in monthly organic website traffic



59.5%

Increase in leads in 12 months



15.08%

Decrease in cost per lead in 12 months



keokee
MEDIA + MARKETING



www.keokee.com



405 Church St., Sandpoint, Idaho

CHALLENGES

Josh Frantz came to us in 2020 looking to revamp his San Luis Obispo-based construction business. He was ready to upgrade to bigger and better jobs, such as ADUs and custom homes, as well as implementing a design-build process. He was only getting about ONE lead per month from his website. Frantz Construction needed a digital facelift. Enter Keokee.

SOLUTIONS - BRANDING

The team at Frantz construction is capable, passionate and driven. Now they have a logo that reflects that energy, we can't wait to see where it takes them.



FRANTZ
CONSTRUCTION
VETERAN OWNED & OPERATED

Original Logo

New Logo



FRANTZ
CONSTRUCTION

SOLUTIONS - DIGITAL PRESENCE

Web Design

1

Our design and content teams create a 37-page website for Frantz, including a portfolio gallery of projects and a blog. The website content is updated regularly to keep SEO high.

Digital Marketing

2

Our dedicated, expert marketers deploy local Search Engine Optimization, Google Ads, social media marketing and more.

Monthly Reporting

3

Frantz's dedicated account manager meets with them on a monthly basis to update them on what we worked on in the last month, and create a plan to fulfill Frantz's needs.