



CASE STUDY
2021

SEO | PPC | Web | Social

Service de crémation

DIRECT

Company Background:

A BRAND NEW SERVICE
OF CREMATION IN
MONTREAL AND
EVERYWHERE IN QUEBEC
PACKAGES STARTING FROM
\$ 995.00
SEE DETAILS



Service de crémation DIRECT provides Funeral and cremation services in Montreal & everywhere in Québec as well as a complete range of customizable funeral home services that include planning funeral arrangements and providing continued support through their follow-up program.

SCD hired WSI in 2020 during the pandemic to drive **more leads** to their funeral homes via the Internet.

SCD Challenges:



Compared to other funeral homes in Montreal, SCD had little web visibility and generated no leads through the Internet



The website was old and dated looking



SCD had no rank in search engines for high value keywords



SCD wanted leads coming in from the internet, as they knew Covid-19 was quickly changing how people view, research and purchase services



SCD did not have the expertise to run an effective digital marketing strategy in-house



Our Solution:

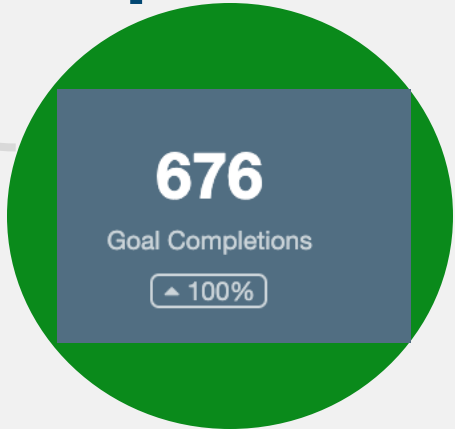
- Full review of the client's current online presence
- Development of an effective Digital Marketing Strategy to drive calls and form fills to their funeral homes
- Full persona development was created and marketing tactics developed specifically for these persona's
- Creation of a visually and conversion focused bilingual website to support our marketing objectives
- Google AdWords Campaign was developed
- Search Engine Optimization Strategy was developed
- Paid and Organic Facebook campaigns were developed
- Analytics and Goal tracking was set up



What Was The Total Impact?

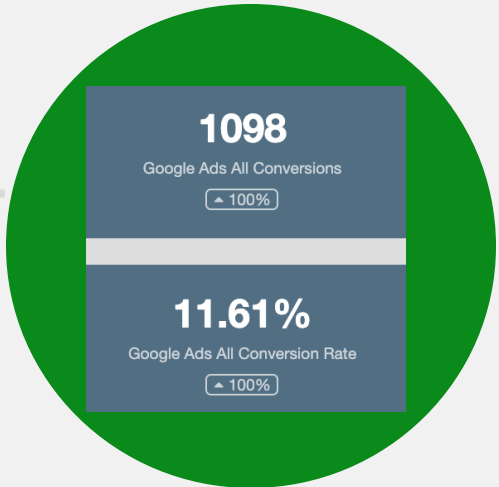
Website passes all SEO scans with flying colors

SEO



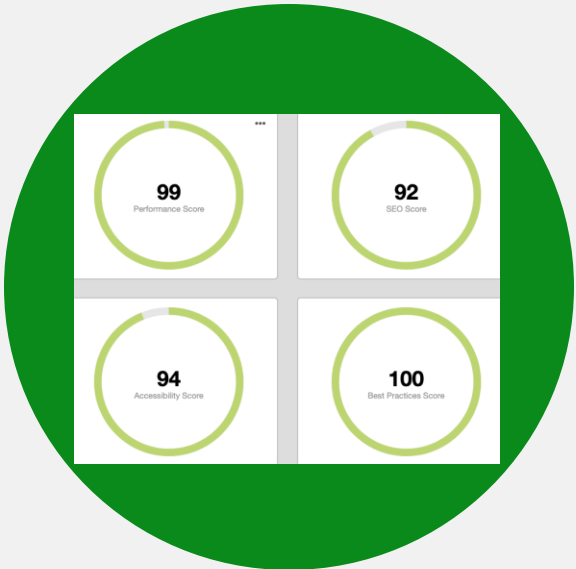
Website received 673 completed organic goals in its first 8 months

Google AdWords:



In the first 6 Months of the campaign going live, SCD received over 1K leads/inquiries for their services

Website is ready for Google's Core Vital algorithm update of May 2021



Client Testimonial:

Service de crémation direct *Google my Business review*

Review can be seen on our GMB page here:

<https://www.google.com/maps/contrib/117045744500072840730/reviews/@45.4922153,-75.4860101,16z/data=!3m1!4b1!4m3!8m2!3m1!1e1?hl=en-CA>

Testimonial:



Olivier Guay

★★★★★ 16 weeks ago

Mark et son équipe offre un service exceptionnel et les résultats sont impressionnants. Merci à toute l'équipe (Translated by Google)
Mark and his team provide exceptional service and the results are impressive. thanks to the whole team

Pre-Planning a Funeral
Why and How

