



# SPRAY TECH / JUNAIR

Rialto, California

Search Engine Optimization

Goal Conversions  
increased by

**425%**

## AMBITION

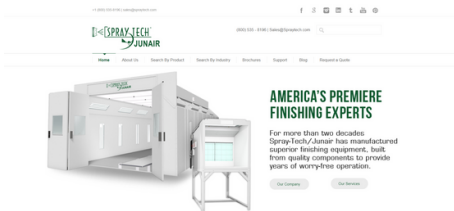
Spray Tech / Junair is the premier paint booth manufacturer of the high-performance automotive, truck, large equipment & aircraft paint booth finishing systems in Rialto California. It aimed to increase its market share by inducting new leads into the sales funnel. Digital Maxima took the challenge of building an organic reputation for Spray Tech.

## ACTION

Our team started with Website content optimization and lead funnel settlement. After making necessary changes, we set in place a local and national level SEO strategy for Spray Tech. There were a massive number of keywords to target because of the extensive product line. We nailed down the keywords based on most productive and which could bring the most value to the company.

At the beginning of the project, we set up backlink sources, built directories, created social media signals, optimized the Google My Business profile, and made necessary changes on the landing pages.

## First 9 months of Marketing efforts:



## ACHIEVEMENT

- There has been a **425% increase** in Goal Conversion in 9 months.
- **60%** of the Goal Conversions have been through organic sources.
- Website traffic increased by **250%** in the first 6 months of marketing efforts.
- New users on the website increased by **41%** in the first 6 months.

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