

Inbound Marketing Case Study

The Watch Doctor

This is the story of a small-town businessman and his website.

Mark Sirianni,

professionally known as the Watch Doctor, came to us in 2012 with concerns about his website. He runs his watch repair business out of a very rural town, so the majority of his clients approach him online.

When we first talked to him, he did have some traffic trickling through the site. But the traffic was not ideal - people were sending him low-quality watches, and shipping them back cost more than he was charging for the repairs. He simply couldn't continue like that.



We talked to him about his online marketing goals:

- Increasing revenue and profit with a more profitable type of work (in his case, he wanted people to send higher-quality watches, like Rolex and Omega, for repair)
- Wants people to call him, and is happy to speak with them any time
- Continue growth of email marketing
- Get people to read and comment on his blog

So, we worked with him to develop a website that was optimized, well-targeted, and that he is ultimately very happy with.



SEO (Search Engine Optimization)

His personalized SEO strategy launched with the new site in December of 2012. For the first 6 months, his organic search traffic fluctuated. That's to be expected - SEO takes time to gain traction.

After the six month mark, his traffic grew explosively.

- **Month 6: 12% increase in organic search traffic**
- **Month 7: 24% increase**
- **Month 8: 58% increase**
- **Month 9: 113% increase**

After a year, we gave him a report on the results and additional recommendations based on this data. We tweaked the site a little more, and Year 2 showed a 92% growth in overall organic search traffic compared to Year 1.

These SEO strategies produced Mark's most desired outcomes: **increasing web traffic**, **increasing the type of business he wants to focus on**, and **improving revenue without him needing to "work harder."**

Today, we provide ongoing data-driven SEO recommendations to increase his traffic year-over-year.



Blogging

Mark was obviously pleased with the results, and came to us again in 2014 for some more web marketing guidance. Blogging was the natural next step.

We worked closely with him again to design a blog he could be proud of. The blog launched in October of 2014, showing the following results:

- **A 52% increase in overall traffic compared to the previous period**
- **A 54% increase compared to the same time in the previous year**

Mark blogs at least twice a month, which is actually not a lot. Yet, he still sees great results. As of today, blogging has had a great impact on Mark's business, and he can easily tie revenue back to his blog.



Responsive Design (Mobile)

Earlier this year, we worked with Mark once again to make some changes to his site.

This time, he wanted the site adjusted to be mobile-friendly. We implemented the new responsive design in May of 2015. Since then, Mark has seen:

- **27% traffic increase from May-June**
- **6% traffic increase from June-July**
- **10% traffic increase from July-August**
- **Overall, 12% mobile traffic increase since responsive design implementation**

Migrating his site to responsive design has had a positive impact on both website traffic and business revenue.



2015 Results

After all these changes to his website, Mark's business has been growing **in the areas where he wants it to grow** - he is now repairing a majority of Rolex and Omega watches.

Mark is now working smarter, not harder: **he actually works on fewer watches while still increasing revenue.**

June, July, and August of 2015 have been the best months of business in his company's history.

Within the last six months there has been:

- **18% increase in people visiting the "How to Ship" page, which is the first step to a true sales conversion**
- **16% growth in people visiting the "Payment" page**

Overall, ROI from all aspects (website, SEO, blogging, responsive design) has been positive.



Words from the Watch Doctor

Mark Sirianni Watch Repair
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"I have been a watchmaker since 1977 and have been in business for myself since 1998. In 2001, I started my own watch repair business doing work for jewelry stores in the area. In 2009 I had my first web site built.

"The site was a bare bones design and was difficult for me to update. During this time, my business was growing, but the site just did not work the way I wanted it to.

"I wasted a lot of time and money trying to redo the site myself, and I was having a lot of trouble just trying to find a company that could help me on a day-to-day basis with simple repairs or answering questions.

"The Kane Chamber of Commerce recommended that I give the guys at protocol 80 a call since they were very happy with the work that they did on the Chamber's page. After my first conversation with Josh, I was pretty sure that they were what I was searching for.

"We started the process of my web design. I told them what I wanted and they came up with a first draft. I liked it, but did not love it. We talked a bit more about how I wanted the site and the next draft was great.

"They were easy to get along with, listened to my suggestions and they were happy to design the site as I wanted it. The site was a big hit with my customers and business has improved dramatically since the new site was created.


"This past year we added a blog to the site. This addition has been a big boost for business, and their technical help along the way has been outstanding.

"[protocol 80 is] exactly what I have been searching for in a web company. They are always available for technical help, they answer their phone and return emails promptly and take care of any problems that come up with the site. Their customer service is what keeps me as a loyal customer.

"Contacting the staff of Protocol 80 was probably the best business decision that I have ever made. I will continue to use them for all of my web design needs.

"Thanks,

Mark Sirianni"



These are great results, but Mark
hasn't stopped looking for ways to
improve his website. We look forward to
working with him for years to come!

Does Mark's story resonate with you? Contact us
and find out how your website can go from a flop
to a success!