

A&G MARBLE

Case Study



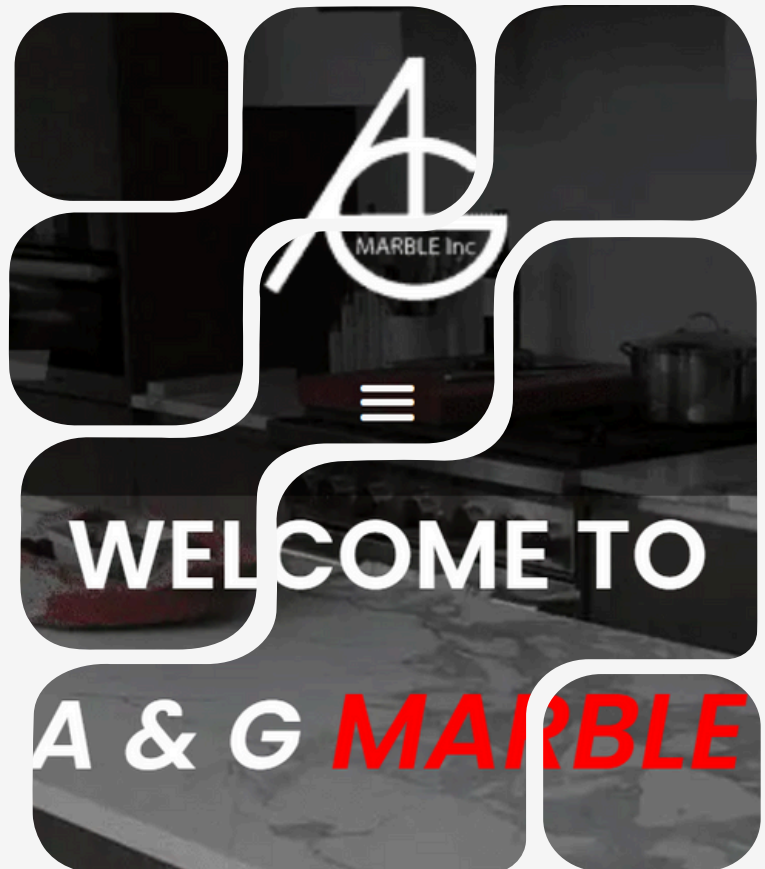
Client website

www.agmarble.com

Campaign


Web Design | SEO | Rescue Mission

Type



Contact Us

375 Commack Rd., Deer
Park, NY 11729

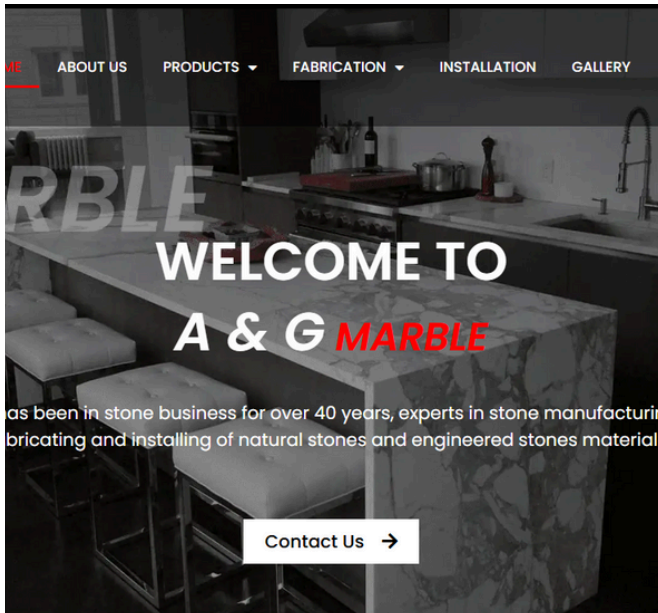
 (855)969-5541

 contact@designmemarketing.com

 www.designmemarketing.com

A&G Marble

AG Marble is a 40+ Year family Owned and Operated New York Marble Company.



What We Do

About A & G Marble

AG Marble is a 40+ Year family Owned and Operated New York Marble Company.

We are committed to quality and timely fabrication of all our work to the industry and pride ourselves on services to our clients and customers. Our hands on experience, old world craftsmanship from our staffed artisans, extensive selections and on time deliveries has given us a gratifying return of business, time and again. Our New York location consists of a state of the art showroom, warehouse and fabricating facility which are available to view the work in progress or just pick up material. We work with the top rated architects and designs worldwide. We can design and install beautiful countertops in your home or business or hand any of your natural stone needs.



Learn More →

OUR PARTNERS

ZODIAQ
QUARTZ SURFACES

INDIANA
LIMESTONE




DEKTC

The Project

In early 2018, AG Marble contacted with Design ME Marketing to revamp their website. They wanted something that captured the beauty of their installations as well as display their industry expertise. Our development team delivered with a site that they were proud to share.

As we entered 2019, they decided to take steps to make their site more visible or organic searches. The design ME SEO team got to work in February almost 1 year to the date of starting the web design project. They elected to focus on 10 keywords which is the good starting point for companies with a local target market. we are always very clear, SEO does take time but it doesn't have to take forever. in this instance even our optimistic team looked at one another in surprise at the AMAZING results right out of the gate.

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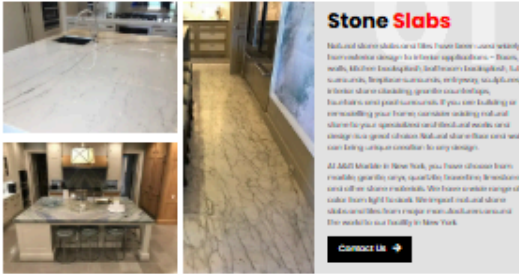
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A&G Marble

AG Marble is a place where wellness and beauty come together.

Our Expertise

Do you need a counter top? Do you need a new floor? Do you need a new wall? Do you need a new ceiling? Do you need a new window? Do you need a new door? Do you need a new roof? Do you need a new driveway? Do you need a new garage? Do you need a new basement? Do you need a new attic? Do you need a new crawlspace? Do you need a new foundation? Do you need a new septic system? Do you need a new well? Do you need a new water heater? Do you need a new furnace? Do you need a new boiler? Do you need a new air conditioner? Do you need a new furnace? Do you need a new boiler? Do you need a new air conditioner? Do you need a new furnace? Do you need a new boiler? Do you need a new air conditioner?



Stone Slabs

Natural stone slabs are a timeless choice for your home. Whether you're looking for a countertop, backsplash, wall, or floor, we have the perfect stone for you. Our slabs are available in a variety of colors and patterns, and we can help you choose the right one for your space. We also offer custom slabs and can help you with the installation process.

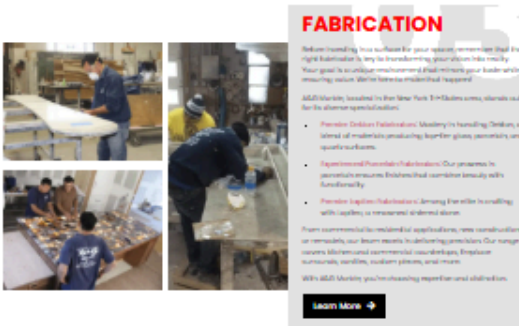
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TILE

AG Marble New York has a wide selection of tiles for your home. We offer a variety of tile colors, patterns, and finishes. Our tiles are made from natural stone and are available in a variety of sizes. We also offer custom tiles and can help you with the installation process.

[Learn More](#)

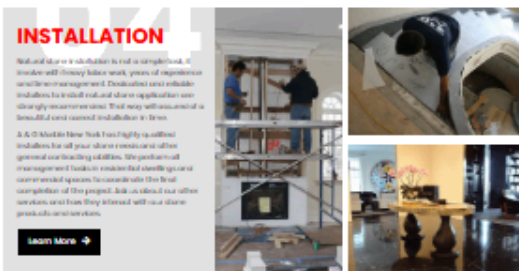


FABRICATION

Before moving into your new home, you'll need to have your countertops fabricated. AG Marble New York has a state-of-the-art fabrication facility where we can create custom countertops for your home. We offer a variety of stone options and can help you with the installation process.

- **Professional Fabrication:** We have a team of experienced fabricators who can create custom countertops for your home.
- **Experienced Installation:** Our team of experienced installers can help you with the installation process.
- **Professional Design:** We offer a variety of design options for your countertops.

[Learn More](#)



INSTALLATION

Natural stone installation is a complex task that requires a team of experienced installers. AG Marble New York has a team of experienced installers who can help you with the installation process. We offer a variety of stone options and can help you with the installation process.

[Learn More](#)

The Solution


Design ME introduced and performed the following solutions:

- ✓ On-Page Content and Engine Optimization
- ✓ Strategic Back-linking
- ✓ Website Re-design
- ✓ Call Tracking

The Results

In 90 days, AG Marble was ranked for 240 Keywords. 12 of these keywords are on the first page with another 15 keywords on page 2 waiting to break through. When we started the campaign, the only keyword AG Marble ranked for was their own name. We also focused on content marketing which is an important component of any digital marketing strategy. Content helps to drive traffic, create brand awareness, and build relationships with potential and current customers. It can also help to boost website rankings in search engine results pages. By leveraging data-driven insights, content marketers are able to create targeted and personalized content that effectively meets the needs of their audiences. Because of this, new organic traffic has resulted in a sharp increase in phone calls. This is monitored through our call tracking software. With this type of success, it won't be long until AG Marble dominates the Long Island market for fine stone installation and fabrication. We are proud to play a role in their business 2 growth.

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Performance Analysis

Traffic Growth:



Website traffic increased by **300% within the first 90 days**, with **5,000+ monthly visitors** by the end of the period.

Call Volume:



Call tracking recorded **200+ monthly calls**, including a **150% increase in first-time callers**, directly attributed to organic traffic growth.

Content Optimization Success:



A focus on content marketing increased organic traffic by **80%**, building brand awareness and customer trust.

On-page and Technical SEO:



Site speed improvements and mobile optimization reduced bounce rates by **40%**, resulting in better user retention.

Local Market Dominance:



Within **90 days**, AG Marble began dominating the Long Island market for fine stone fabrication and installation.

Keyword Rankings:



AG Marble Inc. ranked for **240 total keywords**, including **12 on the first page** of Google and **15 on page two**, showing significant SEO improvements.

Search Engine Visibility:



The campaign improved visibility for high-value local keywords, such as “stone fabricator Long Island” and “marble installation,” driving **targeted leads**.

Conversion Tracking:



Strategic call-to-actions (CTAs) on the site led to a **75% increase in appointment requests**, enhancing overall customer engagement.

Backlink Strategy:



Enhanced backlinking efforts improved the site’s domain authority, securing high-quality links from **20+ industry-relevant sources**.

Revenue Impact:



The combined SEO and content marketing efforts led to a **60% increase in sales inquiries**, significantly boosting revenue potential.

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Performance Analysis

Before

106 Total Keywords Ranked For

Keyword	SF	Volume	KD	CPC	Traffic	Paid	Position	URL	Updated
sayville spa	3	90	N/A	3.50	4	9	8	https://www.islandsaundspa.com/	12 Aug 2019
couples massage long island	3	200	N/A	2.00	3	0	13	https://www.islandsaundspa.com/couples-massage-long-island/	2 Sep 2019
sayville therapeutic spa	1	70	N/A	3.74	1	0	11	https://www.islandsaundspa.com/	30 Aug 2019
spa packages long island	1	60	N/A	1.36	1	0	11	https://www.islandsaundspa.com/	2 Sep 2019
couples spa packages long island	2	90	N/A	1.27	1	0	13	https://www.islandsaundspa.com/	24 Aug 2019
long island couples massage	2	20	N/A	3.55	1	0	8	https://www.islandsaundspa.com/couples-massage-long-island/	14 Aug 2019
couple spa packages long island	2	30	N/A	3.97	1	0	11	https://www.islandsaundspa.com/	2 Sep 2019
couples spa long island	2	90	N/A	1.32	1	0	13	https://www.islandsaundspa.com/couples-massage-long-island/	21 Aug 2019
healthy foot spa sayville	2	30	N/A	0.80	0	0	12	https://www.islandsaundspa.com/	13 Aug 2019
spas in sayville ny	3	10	N/A	N/A	0	0	7	https://www.islandsaundspa.com/	20 Aug 2019
spa in long island	3	250	N/A	3.58	0	0	23	https://www.islandsaundspa.com/	30 Aug 2019
sauna and spa	5	150	N/A	3.08	0	0	12	https://www.islandsaundspa.com/	20 Aug 2019
couples day spa long island	1	30	N/A	0.51	0	0	15	https://www.islandsaundspa.com/	30 Aug 2019
spa long island	2	400	N/A	2.17	0	0	27	https://www.islandsaundspa.com/	2 Sep 2019
best spas on long island	1	100	N/A	2.22	0	0	21	https://www.islandsaundspa.com/	10 Aug 2019
sayville massage	4	40	N/A	N/A	0	0	17	https://www.islandsaundspa.com/	9 Aug 2019
best spa on long island	90	N/A	N/A	2.00	0	0	21	https://www.islandsaundspa.com/	30 Aug 2019
couples massages in long island ny	1	20	N/A	1.36	0	0	8	https://www.islandsaundspa.com/	20 Aug 2019
best spas long island	90	N/A	N/A	3.79	0	0	22	https://www.islandsaundspa.com/	18 Aug 2019
spa htdays long island	2	20	N/A	N/A	0	0	15	https://www.islandsaundspa.com/	30 Aug 2019

After Design Me

1,759 Total Keywords Ranked For

Keyword	SF	Volume	KD	CPC	Traffic	Paid	Position	URL	Updated
spa near me	2	345.0K	54	2.51	3,696	0	8	https://www.islandsaundspa.com/	1 d ago
swedish massage vs deep tissue	4	5.2K	21	10.71	1,457	0	1	https://www.islandsaundspa.com/finding-the-best-massage-for-your-needs-comparing-swedish-vs-deep-tissue-massage/	8 h ago
swedish vs deep tissue massage	3	5.0K	21	23.06	1,237	0	1	https://www.islandsaundspa.com/finding-the-best-massage-for-your-needs-comparing-swedish-vs-deep-tissue-massage/	2 d ago
island sauna and spa	2	600	51	N/A	216	0	1	https://www.islandsaundspa.com/	1 d ago
spa long island	3	400	51	2.17	561	0	1	https://www.islandsaundspa.com/	6 d ago
deep tissue massage vs swedish massage	4	300	21	6.03	93	0	1	https://www.islandsaundspa.com/finding-the-best-massage-for-your-needs-comparing-swedish-vs-deep-tissue-massage/	7 d ago
spa in long island	2	250	51	3.58	93	0	2	https://www.islandsaundspa.com/	14 h ago
day spa long island	4	200	51	1.88	86	0	2	https://www.islandsaundspa.com/	6 d ago
massage spa near me	2	69.0K	79	2.85	81	0	10	https://www.islandsaundspa.com/	2 d ago
long island massage	3	250	51	1.99	74	0	1	https://www.islandsaundspa.com/	11 d ago
deep tissue vs swedish massage	3	90	21	0.00	65	0	1	https://www.islandsaundspa.com/finding-the-best-massage-for-your-needs-comparing-swedish-vs-deep-tissue-massage/	3 d ago
sauna spa sayville	2	150	51	N/A	53	0	1	https://www.islandsaundspa.com/	1 d ago
difference between swedish and deep tissue massage	4	800	51	0.00	51	0	5	https://www.islandsaundspa.com/finding-the-best-massage-for-your-needs-comparing-swedish-vs-deep-tissue-massage/	2 d ago
spa packages near me	1	6.1K	31	2.03	48	0	19	https://www.islandsaundspa.com/	22 h ago
massage long island	4	400	51	2.30	47	0	3	https://www.islandsaundspa.com/	7 d ago
swedish deep tissue massage	4	150	21	1.64	42	0	1	https://www.islandsaundspa.com/finding-the-best-massage-for-your-needs-comparing-swedish-vs-deep-tissue-massage/	9 d ago
sayville spa	2	90	51	3.50	33	0	2	https://www.islandsaundspa.com/	15 Apr 2023

1555% INCREASE!

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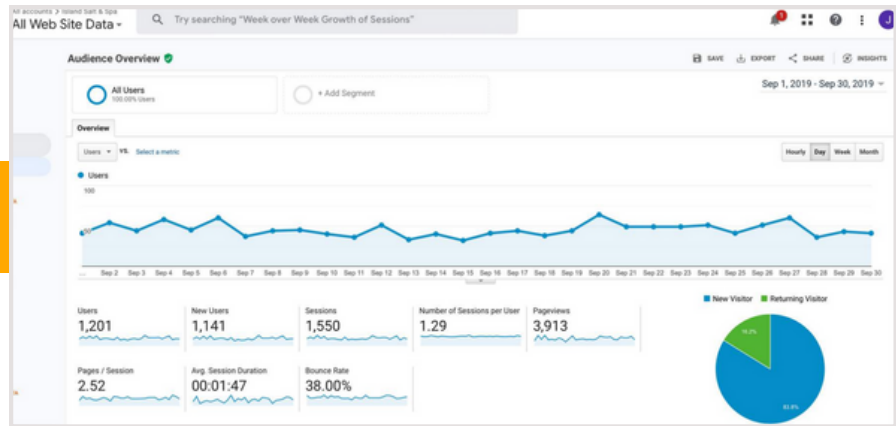
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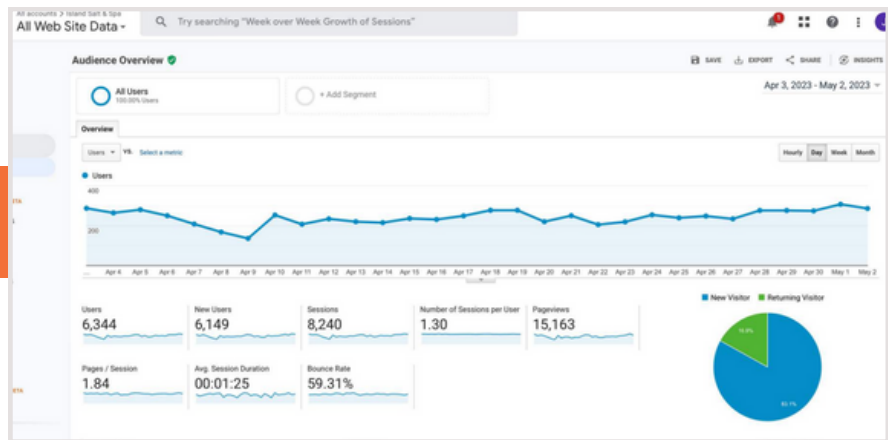
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Website Hits

Sept 2019



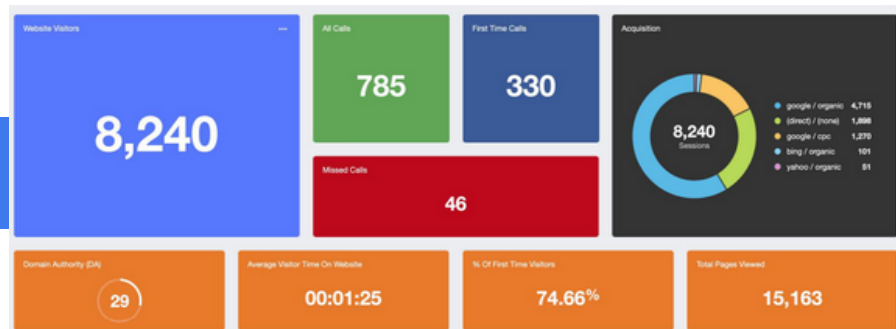
Sept 2023



Look At These Results!


LEADS LEADS LEADS!

This is May of 2023



488% INCREASE!

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