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## CASE STUDY

DON'S MOBILE GLASS TURNED TO GTS TO DEVELOP A COMPREHENSIVE INTERNET MARKETING STRATEGY.

GTS PERFORMED AN EXTENSIVE ASSESSMENT OF WWW.DONSMOBILEGLASS.COM FROM A USER, SEARCH ENGINE AND TECHNICAL PERSPECTIVE.

DON'S WAS ARMED WITH ACTIONABLE INFORMATION TO DRIVE A BETTER CONSUMER EXPERIENCE AND STRONGER RANKINGS ON SEARCH ENGINES.

**"WE CHOSE GTS FOR OUR INTERNET MARKETING NEEDS BECAUSE THEY KNOW THE ON-LINE GLASS CONSUMER."**

— ROBERT SERPA, CFO,  
DON'S MOBILE GLASS

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### DON'S MOBILE GLASS WWW.DONSMOBILEGLASS.COM



#### CUSTOMER OVERVIEW

Don's Mobile Glass began meeting the glass needs of Northern California back in 1960, and they've been providing a wide variety of residential, commercial and automotive glass products and services ever since. Known for their dedication to quality and reliability, Don's Mobile Glass consistently sets the industry benchmark for customer service.

#### BUSINESS CHALLENGE

Over the years, Don's Mobile Glass had invested significantly in their on-line presence to capitalize on the growing number of consumers looking on-line for auto glass quotes and residential glass. But, the company was left with some unanswered questions: *Should we invest in on-line advertising? How do consumers find us on-line? How can we rank better in Search Engine results? Are we getting the appropriate return on our on-line investment?*

#### SOLUTION

Don's Mobile Glass turned to GTS to answer these questions and get the insights required to develop a comprehensive internet marketing strategy. GTS performed an extensive assessment of [www.DonsMobileGlass.com](http://www.DonsMobileGlass.com) from a user, search engine, and technical perspective. The objective of the assessment was twofold: (1) identify the immediate actions needed to enhance the consumer experience and strengthen rankings on the major search engines, Google, Yahoo, and MSN; and (2) to formulate an ongoing internet marketing strategy focused on profitable revenue generation. Findings from the assessment and the related GTS recommendations were consolidated for Don's Mobile Glass into an eighty page strategic roadmap to build a profitable web presence.

#### RESULTS

Don's Mobile Glass was armed with actionable information regarding changes that could be made to [www.DonsMobileGlass.com](http://www.DonsMobileGlass.com) to drive a better consumer experience and stronger rankings on search engines. Using GTS in-depth knowledge of how consumers search for glass on-line, Don's Mobile Glass received a complete "Organic Optimization" and "Pay-Per-Click" advertising campaign guide. To maximize sales and minimize advertising expense, GTS focused on the specific key words consumers use when searching for glass to recommend a practical advertising budget and website optimization strategy. Lastly, GTS put a frame-work and plan in place for Don's Mobile Glass to drive ongoing improvements in the profitability of its' on-line sales and marketing.