



# Recent Client Case Study: Trades

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<https://www.5tales.com.au>



## When it comes down to it, lead generation is simple.

1. Create a website that speaks to your target customer.
2. Optimise it so it runs like a well oiled machine
3. Promote your website, in all corners of the web.

Every “digital marketer” in Australia knows this, yet most fail to get results.

Why?

*Execution. That's where we excel.*

We build campaigns based on a framework that is proven to get results. If you become a client, **we will put your business in the best position to succeed, guaranteed.**

If you would like to find out if and how we can help you succeed, give us a call on **1800 940 853**.

Happy marketing,

Jason  
[LinkedIn](#)

**From 450 to over  
1,000 new  
monthly visitors**



[www.jitelectrical.com.au](http://www.jitelectrical.com.au)



# The Client

Just-In Time Electrical are electrical contractors based in the Western Suburbs of Brisbane.

Managing Director Justin Czarkowski reached out to 5Tales and was having unsuccessful results with another marketing agency.

They were looking for an agency to support their website, provide a professional approach to their Google Ads and expand their SEO campaign to rank for emergency electrical work and new locations.

**The Just-In Time Electrical website now ranks #2 when you search for “emergency electrician brisbane”.**



# The Plan

- The client had capacity for outside of hours (e.g. power outages) work with three service vehicles. We designed a Google Ads campaign to focus specifically on mobile click to call ads, knowing that most people who have an emergency won't go to their desktop or browse around a website to find a solution.
- We wanted to capture the lowes-hanging fruit in SEO by reaching people searching for very specific services (e.g. 'downlight installation; and 'smoke alarm installation')
- Expand their reach geographically to target the growth corridor of Springfield. This is a new region with a large population, so the competition is low but the reward is large.



# The Execution - Technical

Since our team designed and developed the site from scratch, we were able to implement all the needed technical adjustments from the start:

- Schema markups (Local Business, breadcrumbs, products and FAQ).
- Proper silos (category pages, no-index tag pages, URL structure, navigation hierarchy, etc).
- Custom pages for each location and service we were targeting.
- Specific pages to reach people searching for the niches within their most profitable services.
- SSL implementation, site speed improvements.

#	Task - Process
1	Setup SEO Yoast - <a href="http://bit.ly/2GbP7V7">http://bit.ly/2GbP7V7</a>
2	Embed Google Map on all key pages - <a href="http://bit.ly/2GbUrl2">http://bit.ly/2GbUrl2</a>
3	Geotag all images - <a href="https://goo.gl/DE4GjS">https://goo.gl/DE4GjS</a>
4	Add Keyword/Branded Alt Text to all images - <a href="http://bit.ly/2GdrZW5">http://bit.ly/2GdrZW5</a>
5	Check Broken Links - <a href="https://goo.gl/TzrpNw">https://goo.gl/TzrpNw</a>
6	Create Robots.txt file - <a href="https://goo.gl/FjWgfA">https://goo.gl/FjWgfA</a>
7	Optimise main pages with main keywords - 1) <a href="http://bit.ly/2NiAHTl">http://bit.ly/2NiAHTl</a> 2) <a href="http://bit.ly/2MQBcvG">http://bit.ly/2MQBcvG</a>

# The Execution - Content

- A large part of our success was the ability to identify the right topics, style and formatting to attack at scale with content.
  - Posts to bring relevance to
  - Timeline information to the relevant audience (e.g. changes to state smoke alarm legislation that impacted the key customer base of property managers)
  - Custom content calendar set annually
  - Top of the funnel content to address informational search queries
- The domain was able to quickly build relevance with search engines as a trustworthy source of information general electrical services advice for homeowners and property managers.





# The Execution - Promotion

- We spent time getting active in forums and Quora and eventually used them as platforms to promote resource content.
- Built a list of DIY and small business bloggers and reach out to them for editorials about Just-In Time Electrical.
- Built out the foundational social profiles and online properties to ensure the firm was seen as a “brand” online
- “Growth hacked” PR campaign by creating an infographic and pitching it to industry sites. Secured multiple top tier (DA 50+) link placements and social media exposure.





# The Results



115% increase in organic traffic over a 12 month period.

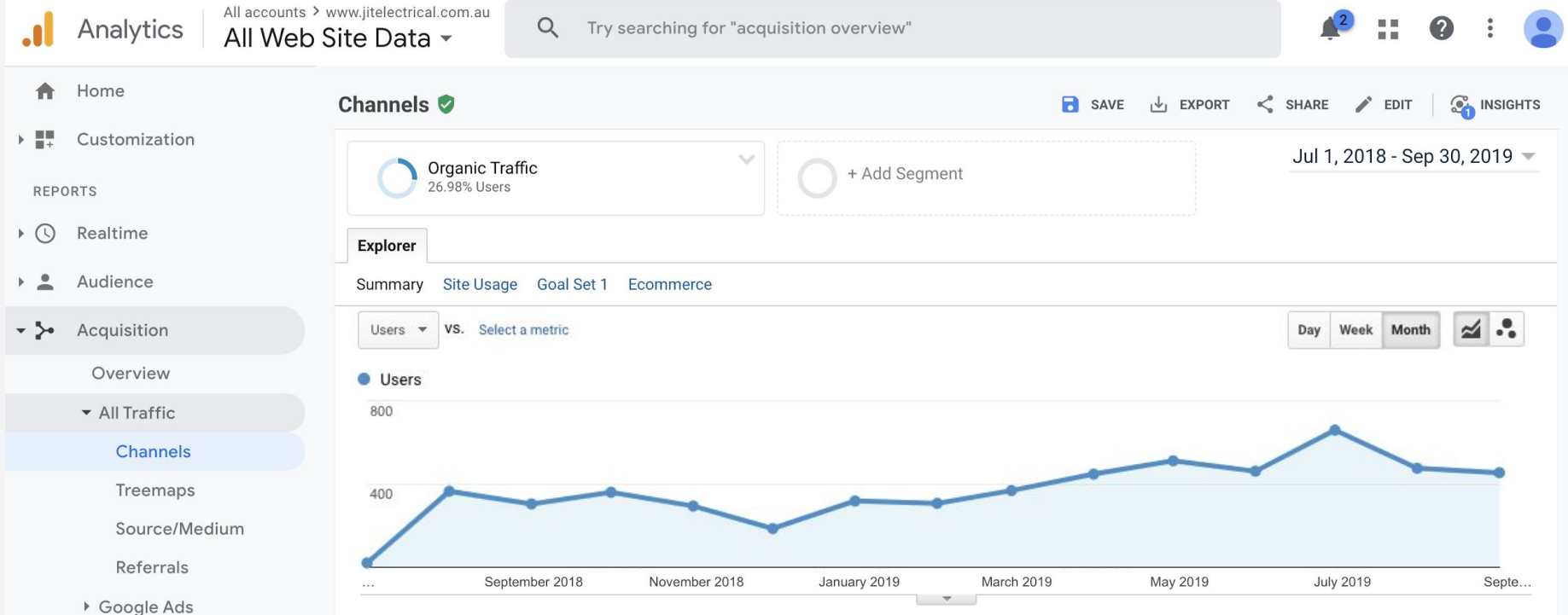


206% increase in overall keyword visibility.



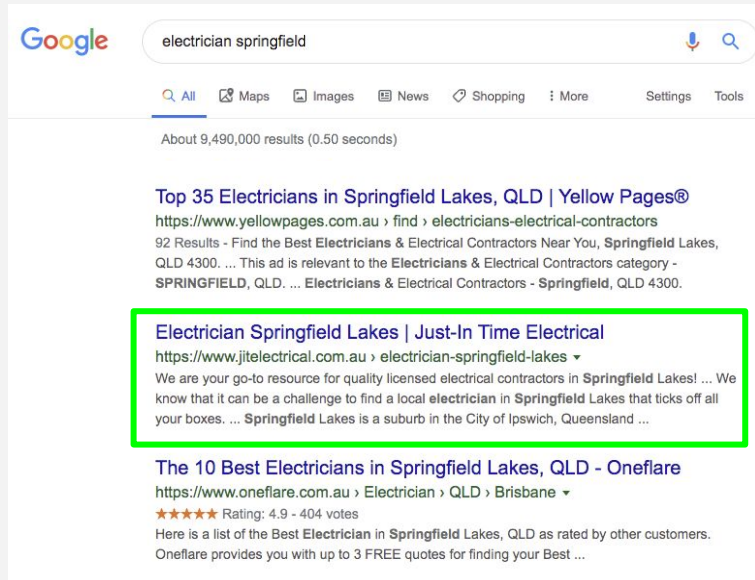
Over 310 new keyword rankings across the Google Search Engine Results Page (SERPs).

# The Results



Actual screenshot from Google Analytics, organic traffic report.

# The Results



Google search results for "electrician springfield". The search bar shows "electrician springfield" with a microphone and search icon. Below the search bar are links for All, Maps, Images, News, Shopping, and More, along with Settings and Tools. The results show "About 9,490,000 results (0.50 seconds)". The top result is "Top 35 Electricians in Springfield Lakes, QLD | Yellow Pages@" with a link to https://www.yellowpages.com.au. The second result is "Electrician Springfield Lakes | Just-In Time Electrical" with a link to https://www.jitelectrical.com.au, highlighted with a green box. The third result is "The 10 Best Electricians in Springfield Lakes, QLD - Oneflare" with a link to https://www.oneflare.com.au.

Google search results for "electrician springfield".

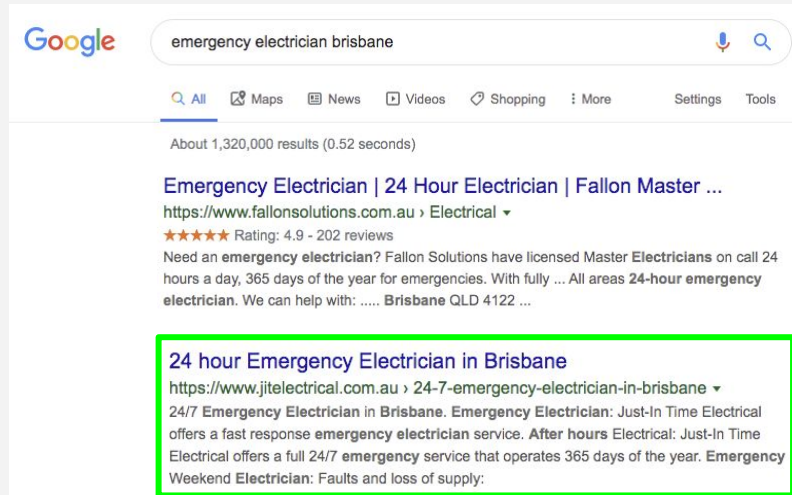
About 9,490,000 results (0.50 seconds)

**Top 35 Electricians in Springfield Lakes, QLD | Yellow Pages®**  
https://www.yellowpages.com.au › find › electricians-electrical-contractors  
92 Results - Find the Best Electricians & Electrical Contractors Near You, Springfield Lakes, QLD 4300. ... This ad is relevant to the Electricians & Electrical Contractors category - **SPRINGFIELD, QLD**. ... Electricians & Electrical Contractors - **Springfield, QLD 4300**.

**Electrician Springfield Lakes | Just-In Time Electrical**  
https://www.jitelectrical.com.au › electrician-springfield-lakes  
We are your go-to resource for quality licensed electrical contractors in **Springfield Lakes**! ... We know that it can be a challenge to find a local electrician in **Springfield Lakes** that ticks off all your boxes. ... **Springfield Lakes** is a suburb in the City of Ipswich, Queensland ...

**The 10 Best Electricians in Springfield Lakes, QLD - Oneflare**  
https://www.oneflare.com.au › Electrician › QLD › Brisbane  
★★★★★ Rating: 4.9 - 404 votes  
Here is a list of the Best Electrician in **Springfield Lakes, QLD** as rated by other customers. Oneflare provides you with up to 3 FREE quotes for finding your Best ...

#2 position in the key new growth region of  
Springfield



Google search results for "emergency electrician brisbane". The search bar shows "emergency electrician brisbane" with a microphone and search icon. Below the search bar are links for All, Maps, News, Videos, Shopping, and More, along with Settings and Tools. The results show "About 1,320,000 results (0.52 seconds)". The top result is "Emergency Electrician | 24 Hour Electrician | Fallon Master ..." with a link to https://www.fallonsolutions.com.au. The second result is "24 hour Emergency Electrician in Brisbane" with a link to https://www.jitelectrical.com.au, highlighted with a green box.

Google search results for "emergency electrician brisbane".

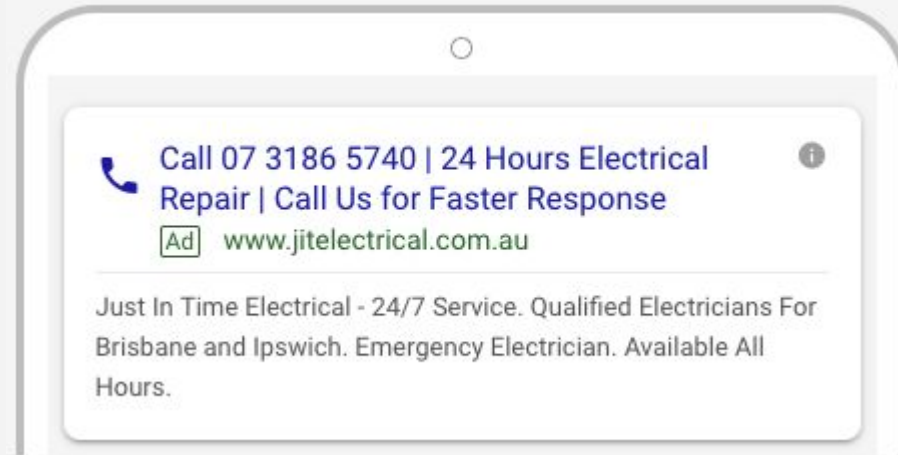
About 1,320,000 results (0.52 seconds)

**Emergency Electrician | 24 Hour Electrician | Fallon Master ...**  
https://www.fallonsolutions.com.au › Electrical  
★★★★★ Rating: 4.9 - 202 reviews  
Need an **emergency electrician**? Fallon Solutions have licensed Master Electricians on call 24 hours a day, 365 days of the year for emergencies. With fully ... All areas **24-hour emergency electrician**. We can help with: .... **Brisbane QLD 4122** ...

**24 hour Emergency Electrician in Brisbane**  
https://www.jitelectrical.com.au › 24-7-emergency-electrician-in-brisbane  
24/7 **Emergency Electrician in Brisbane**. **Emergency Electrician**: Just-In Time Electrical offers a fast response **emergency electrician** service. **After hours Electrical**: Just-In Time Electrical offers a full 24/7 **emergency** service that operates 365 days of the year. **Emergency Weekend Electrician**: Faults and loss of supply:

#2 position for the highly competitive term  
"emergency electrician brisbane"

# The Results



The click to call Google Ads generate 5 to 10 new and highly profitable jobs per week.