



CLIENT

The Water Guy

LOCATION

Philadelphia, PA.

INDUSTRY

Water Delivery Service

Overview

“The Water Guy”™ has proven to be a leader in the bottled water industry and has grown to become the largest American family-owned spring water company in Southeastern Pennsylvania. Staying true to its original mission, the company provides home and office water delivery and bottled water products to residential, commercial and wholesale customers. Many additional water services and products are offered for the betterment of home and office life.

Project Summary Highlights – Digital Marketing

- 549% increase in keyword visibility for number of keywords in Google top 20
- 582% increase in paid search traffic
- 192% increase in mobile traffic
- 99% increase in overall traffic
- 9% increase in organic traffic

Project Summary Highlights – Web Design & Development

- Integrate Word press shopping plugin
- Incorporated Customer Delivery info retrieval system
- Integrated Blog
- SSL setup