Success Story: Beadling Pools

Beadling Pools Relies on Their Website – Not a Retail Store – To Drive Business

Beadling Pools relies on its website to drive business but found that ranking high in the search engines for "pool construction in Canton Ohio" was not enough. Beadling Pools provides construction and installation services for in-ground, residential pools, spas, and outdoor living areas and renovation services for existing pools. The company also sells pool pumps and filters to a growing clientele in and around Canton, OH. The owner knew she was losing this business to her competitors. The company was ranking as low as 91st for other heavily searched terms and was not on the radar in the towns around Canton. Buyers were not finding the company.

Search Engine Optimization (SEO) Moves Beadling Pools to #1 Spots on Google, Bing

With SEO, ThriveHive worked with Beadling Pools to identify the top search terms for the local areas they serve. Armed with a personalized, local keyword strategy including original content, BeadlingPools.com was set to build lasting, relevant links and drive organic search results and traffic to its mobile-optimized site. The website moved onto the first page of search results on major search engines including Google and Bing, and rose to the top spot for all the optimized keywords.

Builds Success by Adding Social Networks, Reputation Management

Online review sites and social media continue to grow as critical sources for referrals and word-of-mouth advertising. With Reputation Monitoring, Beadling Pools can easily stay on top of their online reputation, quickly responding to customer comments. And ThriveHive is now helping Beadling Pools build its social media presence, using Social Suite to view and distribute posts to all social networks in one place.

“I feel SEO is a vital part of our business on the Internet. It is very important to be at the top when people type in the kind of business they are looking for. They are not going to search when it says “10 more pages”.

-Rene Beadling, Owner