

Business Characteristics

- Type: Mold Testing Laboratory
- Geographical Coverage: Nationwide
- Target Audience: Mold Remediators, Home Inspectors, Homeowners
- Value Proposition: Fast, Reliable Mold Testing Services

Business Overview

The company offers professionals and homeowners alike affordable mold testing and VOC testing services. An authority on household mold, the client provides information and education on potentially hazardous mold both on their website and through thorough, easy-to-use reports.

This client utilizes a blog, Facebook, Twitter, and email marketing to keep potential customers engaged. The company needed a website that supported those efforts while providing a place to sell products and services complementary to their own.

Website Objectives

- 1) Improve the effectiveness of content in both attracting and converting leads.
- 2) Establish the company as an authority on mold testing for both professionals and homeowners.
- 3) Deliver ROI with a website that would convert leads into customers.
- 4) Provide a place for the company to connect with others in the industry and advertise special offers.

Homepage After

