

WORDPRESS

Filling the B2B Sales Funnel for Principal Technology, Inc.

PRINCIPAL
TECHNOLOGY, INC.

The Challenge

Principal Technology, Inc. came to GoldenComm because they wanted their website to better represent their brand. The end result, they hoped, would be to close the gap of the typical 'slow season' and bring a steady stream of qualified leads for their full-service engineering firm—and the sulfur recovery niche.

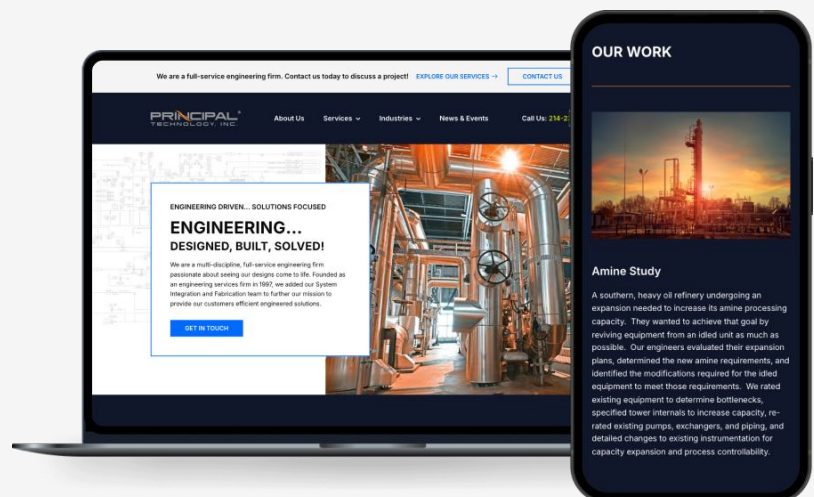
The Solution

Applying Our Golden Rules to Earn Golden Results

When Principal Technology, Inc. first approached GoldenComm about rebuilding their website, they had a few key goals in mind. With their new WordPress site, they wanted to:

- Make the design feel more modern
- Update the UI/UX to be more user-friendly on mobile devices
- Make their brand and services easy to understand
- Highlight their portfolio of past work and projects

But the overall objective is the same as any other small-business: capture more leads and close more deals. At GoldenComm, we look at every aspect of a project—information architecture, design, and development—through a marketing lens.



That's why we created 20 Golden Rules of Harder Working Website, best practices that set apart the websites we build and, thus, our customers. By applying these proven methods and strategies, organic traffic, return on ad spend on PPC campaigns, and overall qualified leads soared after launch of their new site.



Eyes on Industry Giants with LeadLander Visitor Identification

Finding and capturing leads can be difficult in any industry, but website visitor identification softwares like LeadLander can eliminate some of the mystery in B2B sales. LeadLander helps firms like Principal Technology, Inc. identify the companies that come to their website so they can better capture, qualify, and follow-up with prospects.

Thanks to real-time alerts and detailed visitor information, they've been able to capture "big whales" in their pipeline that have led to big-dollar (or even multiple or sequential) projects.

Lead Scoring with CallRail

It's not enough to bring in leads through pay-per-click campaigns; we need a way to qualify them. Every week, our teams collaborate on scoring each lead that has come in. CallRail helps Principal Technology track which calls come in through paid ads, and listening to the recording makes it easy to qualify the lead as:

- **Bad** – A bad fit for the firm with low chances of conversion
- **OK** – A good fit but with low/medium chances of conversion
- **Great** – A perfect fit with high chances of conversion

By learning more about what makes a lead qualified for potential business, we were able to exclude keywords that were capturing low-quality leads, measure the effectiveness of campaigns, and optimize for our best chance of success.



A Hedgehog in Sulfur Recovery

With their hard-working website—and hard-working marketing strategies—up and running, we leapt from one website build to the next. They’ve always been good at this niche, but they wanted to find a way to promote their work and acquire leads without taking away from the rest of their business.

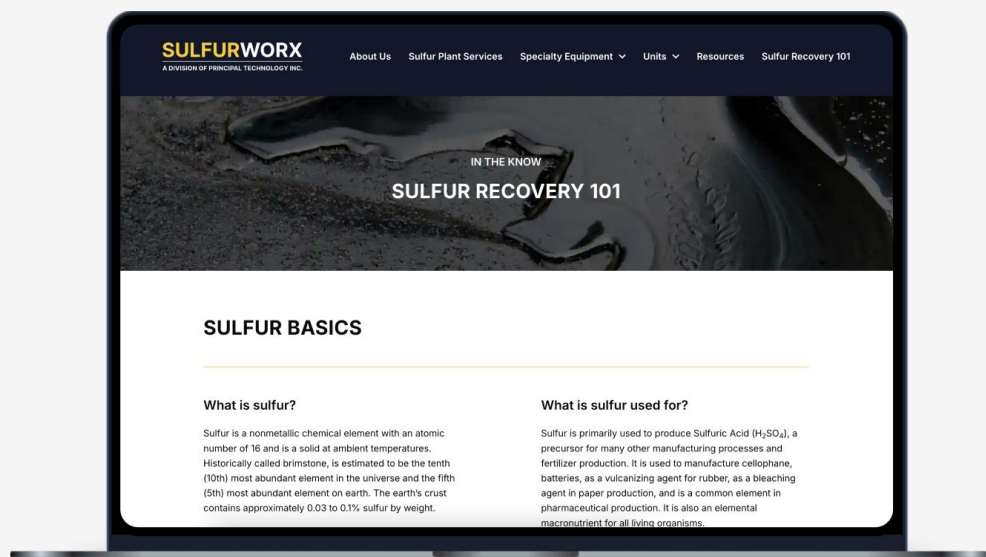


Sulfur recovery in general can be a divisive subject, so they wanted to be sure they were targeting qualified B2B customers who were actively searching for the service without pulling attention away from their core UVPs.

Education as Lead Generation

At GoldenComm, we start every website build with a thorough persona-building process. We want to understand as much of the business – and your ideal customers – as possible so we can cater to specific perspectives and needs.

In the case of SulfurWorx, the team at Principal Technology let us know that many people searching for sulfur recovery services are less experienced in the industry and are simply tasked with finding a company who can do the job. With this in mind, we built Sulfur Recovery 101: a search engine optimized hub of information that helps potential customers find their way and establishes SulfurWorx as a knowledgeable firm.



Results

GoldenComm built a B2B lead-gen website to showcase Principal Technology, Inc.'s brand, services, and experience and past projects. This site continues to earn them incredible return on ad spend, capturing highly qualified leads from organic and paid traffic alike. Soon after, GoldenComm developed a hedgehog microsite aimed at the sulfur recovery niche, which has gained continuous traction since launch.

180%

Increase in Organic Web Traffic in 1 Year*

**on SulfurWorx.com*

10x

Return on Ad Spend (ROAS)

15%

Leads are Highly Qualified

Summary

Principal Technology, Inc. asked to GoldenComm to redesign their website so it would better represent their brand and capture more leads.

With a modern responsive design and skilled WordPress developers, we built them two sleek lead-generating websites back-to-back. Paired with our Golden Rules of Harder Working Websites, strategic search engine marketing has yielded 10x return on ad spend (ROAS) and an 180% increase in organic traffic to their hedgehog microsite in just one year.

Services

- Project Management
- UI/UX Design
- Responsive Design
- WordPress Development
- Lead Generation
- Hedgehog Microsite Strategy
- Search Engine Marketing
- Pay-Per-Click Strategy (PPC)
- Lead Scoring
- Analytics & Reporting
- Call Tracking

Technology Solutions

- WordPress
- LeadLander
- CallRail
- Hyper-Local Phone Numbers
- Google Ads (PPC)
- Google Analytics (GA4)
- Microsoft Clarity

Like what you see?

If you've made it this far, you should check out our **Golden Rules.**

This case study is real, but your results may vary depending on your business and how well you execute. Be sure to let us know if you have any questions!

GoldenComm

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