



## CASE STUDY

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DeveByte's brand awareness and SEO campaigns helped **Crystal Glass** create stronger **online visibility** and **generate** more leads.

# About Crystal Glass

Crystal Glass is a leading glass company that specializes in repairing and replacing auto glass, windshields, residential and commercial glass. Started in 1949, the company has been serving the industry for over 65 years of experience.

Over the years, the company has established itself as western Canada's largest automotive glass expert with 50 locations spread across Alberta, British Columbia, and Saskatchewan. The company is known for providing excellent customer service.

# Key Challenges For Crystal Glass

The primary concern of Crystal Glass pertinent to SEO was lead generation. The company was not ranked for relevant keywords. As a result, it couldn't reach its target audience.

The company's web traffic was fairly limited. "We wanted to reach to our target audience and drive relevant traffic to maximize lead generation," the Crystal Glass marketing manager stated.

Brand awareness was also a significant aspect that served as a roadblock for them to assert their authority as the leading glass repair and installation company in Canada.

To develop a focused SEO strategy and create stronger online visibility, Crystal Glass turned to Devebyte for help.

# The Game Plan

At Devebyte, our professionals specialize in developing a content-centric approach to bring targeted traffic to their website. We studied the latest update in the search algorithm and developed fresh and unique content for Crystal Glass to improve their search engine rankings.

We centered our content around targeted keywords to bring relevant traffic to the website. Link building was also a large part of our overall SEO strategy.

We studied Crystal Glass and concluded that the company was having difficulty driving relevant traffic to their website. We devised a comprehensive SEO strategy that included:

-  Focused content marketing
-  Google My Business optimization
-  Backlinking
-  Press Releases

# Here's All We Have Accomplished

## Organic traffic

Our keyword-rich content creation strategy and SEO optimization helped Crystal Glass rank higher in search engines and drove more organic traffic to the website.

We used location-specific keywords to drive the relevant audience to the website.

## Acquisition Overview

 All Users  
+0.00% Users

Jan 1, 2020 - Dec 31, 2020

Compare to: Jan 1, 2018 - Dec 31, 2018

Primary Dimension:

Conversion:

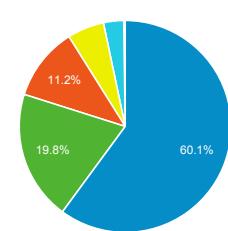
Top Channels

Goal 4: Newsletter sign up

Edit Channel Grouping

## Top Channels

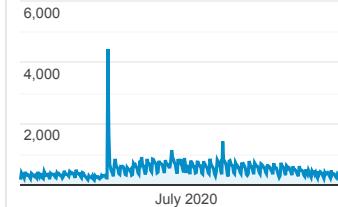
Jan 1, 2020 - Dec 31, 2020



- Organic Search
- Paid Search
- Direct
- Social
- Referral
- Display
- (Other)
- Email

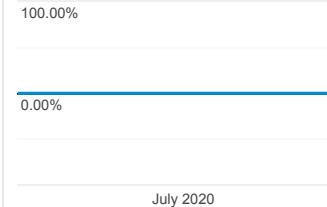
## Users

Users

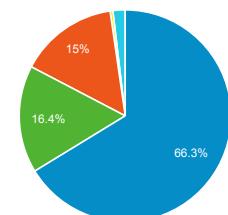


## Conversions

Newsletter sign up (Goal 4 Conversion Rate)



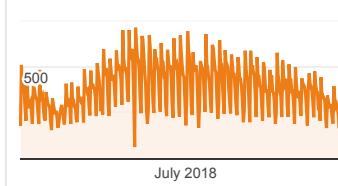
Jan 1, 2018 - Dec 31, 2018



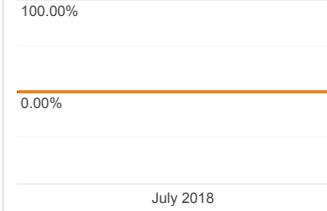
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## Users

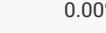
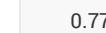
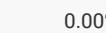
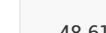
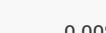
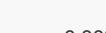
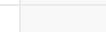
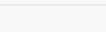
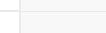
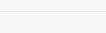
Users



Newsletter sign up (Goal 4 Conversion Rate)



Our SEO strategy increased the web traffic on Crystal Glass's website. Most of the users were new visitors showing that the company was able to target a broader audience.

	Acquisition			Behavior			Conversions		
	Users ↓	New Users ↓	Sessions ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓	Goal 4 Conversion Rate ↓	Goal 4 Completion ↓	Goal 4 Value ↓
	31.85%	32.47% <span style="color: green;">▲</span>	33.39% <span style="color: green;">▲</span>	5.45%	5.25% <span style="color: red;">▼</span>	8.42% <span style="color: red;">▼</span>	0.00%	0.00%	0.00%
1	Organic Search	22.16% <span style="color: green;">▲</span>	 	2.27% <span style="color: green;">▲</span>	 	0.00%			
2	Paid Search	62.78% <span style="color: green;">▲</span>	 	1.72% <span style="color: red;">▼</span>	 	0.00%			
3	Direct	0.24% <span style="color: green;">▲</span>	 	0.77% <span style="color: green;">▲</span>	 	0.00%			
4	Social	1,655.35% <span style="color: green;">▲</span>	 	65.56% <span style="color: green;">▲</span>	 	0.00%			
5	Referral	122.90% <span style="color: green;">▲</span>	 	48.61% <span style="color: green;">▲</span>	 	0.00%			
6	Display	100.00% <span style="color: green;">▲</span>	 	100.00% <span style="color: green;">▲</span>	 	0.00%			
7	(Other)	500.00% <span style="color: green;">▲</span>	 	100.00% <span style="color: green;">▲</span>	 	0.00%			
8	Email	33.33% <span style="color: red;">▼</span>	 	71.43% <span style="color: red;">▼</span>	 	0.00%			

Most of the visitors come from Canada and the United States. Both countries were targeted markets of the client.

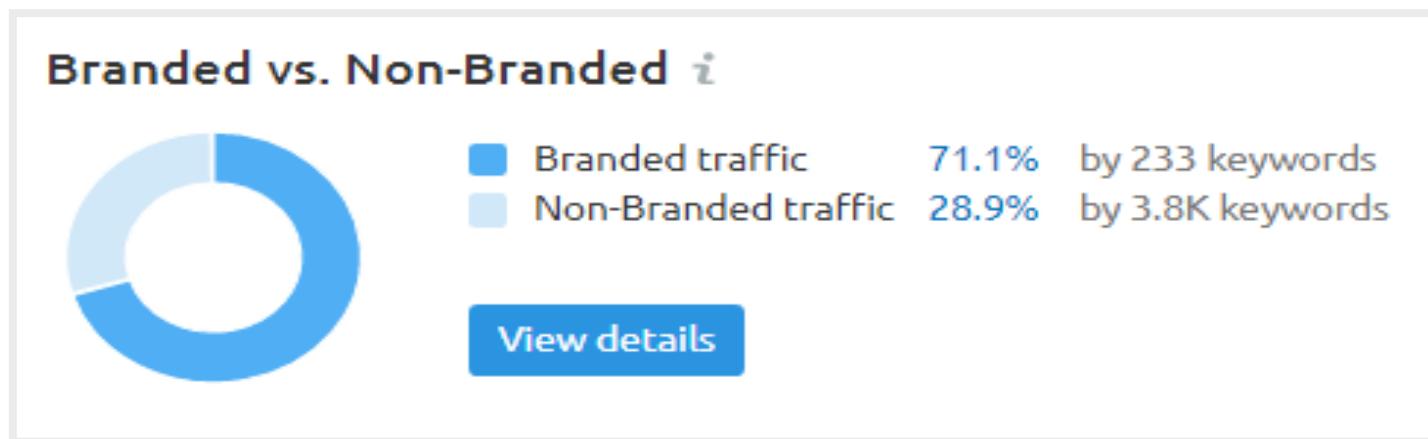
## Keywords by Country



4K

## Brand Awareness

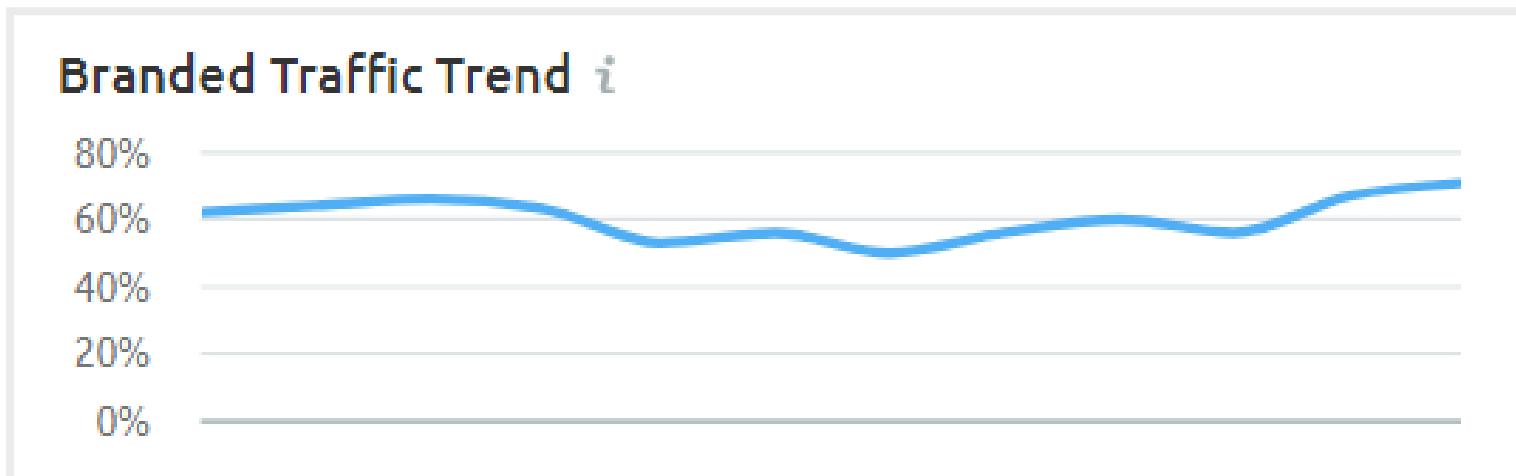
The content creation strategy gave Crystal Glass more online exposure and improved its brand awareness. In 2020, 71.1% of the traffic driven to their website was branded traffic, which helped them establish authority and climb up the search engine ranking.



## Lead Generation

Our focused content creation strategy channeled a more relevant audience to the Crystal Glass website, resulting in higher lead generation.

Book an appointment has shown over 100% improvement and the new 'Quote form' completion has shown 72.48% improvement compared to last year.



# Let's Talk Numbers

Our report showed that Crystal Glass started ranking for several keywords that it never ranked for previously, including high-volume keywords like "**windshield replacement Spruce Grove**", "**car windshield replacement Whitecourt**", "**windshield replacement Drayton Valley**", and more.

In the span of a few months of applying our content marketing and SEO strategy, we noticed a significant boost in the ranking for location-specific keywords.

The company previously ranked 6th for "emergency glass service". They secured the top spot after we implemented our keyword-rich SEO strategy.

# Comparative Analysis of The Keyword Rankings

This table shows the relevant keywords ranking before and after we employed our content and SEO strategies.

S. No.	Keywords	Before SEO (12-May-2020)	Now
01	affordable windshield repair Sherwood Park	Not Ranked	1
02	car windshield replacement Whitecourt	Not Ranked	1
03	commercial glass repair Fort Saskatchewan	Not Ranked	1
04	emergency glass service	6	1
05	glass repair quote	9	1
06	glass replacement quote	6	1
07	windshield crack repair Stony Plain	Not Ranked	1

08	windshield replacement Drayton Valley	Not Ranked	1
09	windshield replacement Spruce Grove	Not Ranked	1
10	affordable windshield repair Sherwood Park	Not Ranked	1
11	car windshield replacement Whitecourt	Not Ranked	1
12	commercial glass repair Fort Saskatchewan	Not Ranked	1
13	auto glass repair and replacement	6	3
14	automotive glass repair	Not Ranked	3
15	glass auto repair Edmonton	6	3
16	auto glass repair cost	Not Ranked	8
17	repair windshield rock chip	Not Ranked	12
18	Windshield replacement cost CA	Not Ranked	12
19	Alberta glass	64	14

20	fix windshield rock chip	Not Ranked	15
21	fix windshield crack	Not Ranked	18
22	commercial glass repair	Not Ranked	25

Our SEO-optimized content strategy allowed the client's website to rank higher for relevant keywords with high search volume. The website ranks on top for focused keywords that give them a competitive edge.

We helped the client claim the number one spot for many of the service-specific keywords. Their website ranks as the top result for 18 focused keywords. Furthermore, we ranked their website for 18 keywords they didn't rank for before.

# Formulating a Winning Content Marketing Plan

Our goal was to put informative content on Crystal Glass website to drive focused traffic to their website. We focus on creating engaging and unique blogs on a variety of subjects, ranging from tips for windows glass maintenance to guides on preventing windshield damage. The keyword-rich content resulted in higher ranks on Google's SERPs.

Our professional content creators produced easy-to-read and valuable content that encouraged the audience to explore the client's website, resulting in higher lead generation. We used a combination of text and visuals to deliver the client's message to the target audience more effectively.

# Some of Our Our Published Work!

Check out some of the published work that we have done for the client:

## INFOGRAPHICS

Informative and visually attractive.

**VS**

**Windscreen Repair** vs **Windscreen Replacement**

Should You Repair or Replace It?

A good sized chip on your windscreen will not only distract your sight, but if left untreated, it will soon cause the crack to spread resulting in a costly windshield replacement.

**Types Of Chips**

Cracks or chips that have not yet reached the edge of the windshield and are taken seriously can be repaired.

- Star Break
- Comb Break
- Half Moon
- Bull's Eye
- Edge Crack
- Peculiar Crack

**Windscreen Repair**

When to repair your windscreen?

- When a chip is about 1 inch in diameter and cracks about 3 inches long.
- When you have a break, half moon, partial bull's eye, pits, crack chips, or a ding.
- Any chip or crack that is beyond the driver's line of sight or not near the edge.

Fix Your Windscreen Chips Today

Good For Your Vehicle

Cracked or chipped windshields tend to be a potential hazard, putting you and your family at risk of an accident.

Good For Your Pocket

Chips can be repaired because they can be flat.

When chips are not fixed on time, they grow into larger cracks and require costly replacements in windshield replacements.

**Windscreen Replacement**

When to replace your windscreen?

- Large cracks in both layers of the glass.
- Crack made the windshield contaminated.
- Contaminated cracks.
- Edge cracks and chips.
- Complex multiple cracks.
- Cracks over 18 inches long.
- Damage over driver's sight of line.

**Reasons To Replace Your Shower Door**

According to the International Association of Certified Home Inspectors, an average shower door has a lifespan of 20 years.

Source: <https://www.ncbi.nlm.nih.gov/pmc/articles/>

Even though age is one predictor of replacement, a damage-free door may still need to be replaced.

Here's why you'd want to replace your shower door:

- Aesthetic Value**
- Safety Hazard**
- Extra stability and safety of shower doors can make bath time far easier for seniors.**

Dusty shower doors make the bathroom look unclean. Shower door upgrades can help you update your bathroom's aesthetics while increasing functionality and practicality.

Replace your shower doors to give your bathroom a fresh and elegant look.

Old shower doors can be a major safety hazard. As compared to a door, shower curtains don't provide full protection.

# BLOGS:

Engaging, keyword-rich, and unique content.

**TIPS & TRICKS FOR  
ALUMINUM GLASS DOOR  
MAINTENANCE**

**HOW TO PREVENT  
SANDBLASTED  
WINDSHIELDS**

**WINDSHIELD ROCK  
CHIPS: CAUSES &  
PREVENTION**

**3 USEFUL TIPS FOR  
MAINTAINING STAINED  
GLASS WINDOWS**

**FIREPLACE GLASS  
DOORS –REPLACEMENT  
OR REPAIRS?**

**GET YOUR VEHICLE  
READY FOR A ROAD TRIP**

# ARTICLES

Engaging, keyword-rich, and unique content.



## Crystal Glass - Auto Glass, Windshield Repair & Replacement

For over 65 years, Crystal Glass has specialised in windshield replacements, rock chip, glass repair and all types of auto glass replacement.

[POSTS](#)   [ARCHIVE](#)

### Unexpected Ways You're Causing Damage To Your Windshield



Logan David Aug 12, 2020 · 2 min read



# Crystal Glass Testimonial

"Devebyte has a team of knowledgeable and professional marketers. They helped us increase our brand awareness and rank higher on search engines in a short period."

– General Manager, Crystal Glass

## Hire Devebyte to Dominate SERPs!

Our professional content creation and SEO services boosted Crystal Glass' brand awareness and web presence. We helped them rank higher for location-specific keywords, enabling them to generate more leads and improve their conversion rate.

**Devebyte** offers reliable content creation and SEO solutions to clients spread across all industries. Our professionals can enhance your online marketing strategy.

Get started today! Give our professionals a call at **1-780-445-4359**.