

# BRAZILIAN EXOTIC GRANITE

## CASE STUDY

### INITIAL CHALLENGES

Founded in 2005, Brazilian Exotic Granite is a regional slab importer and retail with three Southern California locations. The company headquarters is in San Marcos, California. The company sells exotic and unique countertop slabs to homeowners, fabricators, and contractors.

The problem was that they had a very outdated website that was near impossible to find on Google. There were no products to browse and very little information that would lead a customer to want to visit a retail location. We updated their website with over 1,000 products and optimized it for SEO as well as local SEO. The new site made a big difference in conversions from website traffic into actual foot traffic to their retail locations.

### OUR INITIAL SUCCESS

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# 4,281

Tracked calls from website in 12 months





## BRAZILIAN EXOTIC GRANITE

## SOLUTION

The longstanding relationship between Brazilian Exotic Granite and Push Marketing continues to drive homeowners, fabricators, designers, and builders to purchase Brazilian Exotic Granite's inventory of natural stone, quartz, and tile. We have leveraged their amazing products with our marketing expertise to help them become a dominating force in their local market. Now their customers can easily find vital company and product information on Google and social media.



WEB DESIGN &  
DEVELOPMENT



SOCIAL MEDIA  
MARKETING



SEARCH ENGINE  
OPTIMIZATION



PAY-PER-CLICK



MOBILE  
MARKETING



DISPLAY &  
REMARKETING



LANDING PAGE  
OPTIMIZATION



CONVERSION  
TRACKING



CONTENT  
MARKETING



INBOUND  
MARKETING



VIDEO  
MARKETING



WEB  
ANALYTICS



San Diego: (858) 530-3030 | San Marcos: (760) 744-7415 | Rancho Cucamonga: (909) 257-0900



**Brazilian Exotic Granite**

Nature's Art Gallery



LEAVE A REVIEW



17 reviews

[Home](#) [Products](#) [Kitchen Design Tool](#) [Gallery](#) [Stone Selection Process](#) [Our Company](#) [Locations](#) [Contact Us](#) [Special Offers](#) [Search](#)

# Largest Southern California Exotic Slab Inventory

[Browse Our Slab Collection](#)



# RESULTS

Here are a few results in **just the last year** of their marketing initiatives:

67.7%

Increase in Organic Traffic  
in 6 months

164

Keywords in Top 50  
results

33

Keywords on the first  
page of Google

3,227

Visits to location pages  
in 12 months

4,281

Tracked calls from website  
in 12 months