

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The problem was that they had a very outdated website that was near impossible to find on Google.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

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



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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