



100+
Average Monthly Leads



+1,319
Google Rankings



810%
Website Traffic Increase



The Company:

Tree Care America (TCA) is a trusted tree service company serving Central Florida. Locally owned and operated, TCA has decades of experience in arboriculture, providing professional tree care services to enhance property safety and curb appeal.

Situation Summary:

TCA approached Sprout seeking to improve their online visibility, generate more website traffic and increase leads. Their existing website lacked SEO optimization and critical conversion elements, limiting their ability to attract and convert leads. Additionally, they were not utilizing pay-per-click (PPC) advertising to drive targeted traffic.

The Strategy:

To enhance TCA's digital presence and lead generation, Sprout implemented a multi-faceted strategy:

- **Website Enhancements:** Transformed their single-page website into a conversion-friendly platform by adding dedicated service pages, an About Us section, and client testimonials for "social proof".
- **Search Engine Optimization (SEO):** Conducted keyword research and optimized the website for improved organic rankings.
- **Paid Advertising & Local Optimization:** Launched targeted Google PPC campaigns, Google Local Service Ads, and optimized local map listings to drive new traffic and increase lead volume.

The Results:

The strategy delivered impressive results:



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"Great guys who really know their stuff! I highly recommend them for your digital marketing needs!"

~ Matthew Cramer, Tree Care America

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