

HOW WE MODERNIZED A HOME SERVICES BRAND FOR +98% LEAD GROWTH



(619) 752-1955



IGNITEVISIBILITY.COM

Overview

A leading home services franchisor needed to modernize the website for one of its core brands to better serve franchise owners and boost lead generation. Partnering with Ignite Visibility, the brand underwent a full-scale digital transformation focused on technical SEO, AI optimization, and cross-channel marketing. The result: a faster, smarter website and a near-doubling of total leads year-over-year.

Challenge/Opportunity

- **Challenge:** The existing website was outdated, slow, and underperforming in lead conversion. Franchise owners needed a stronger digital foundation to attract and convert customers.
- **Opportunity:** By rebuilding the site and integrating AI and SEO best practices, the brand could improve user experience, enhance visibility, and drive more qualified leads to franchise owners.

Strategy & Tactics

- **Website Overhaul:** Rebuilt the site for performance and conversion, faster load times, mobile-first design, and streamlined UX backed by technical SEO.
- **AI Optimization:** Integrated AI-driven tools to improve content relevance and align with emerging AI search behavior.
- **Cross-Channel Marketing:** Unified organic, paid, and social campaigns for consistent messaging and stronger lead performance.

Results

+ 98%

Total Lead Growth YoY

+ 86%

SEO Leads YoY

+ 111%

Paid Media Leads YoY

Conclusion

By combining cutting-edge web design, AI-driven content strategy, and holistic marketing execution, Ignite Visibility helped a home services brand modernize its online presence and dramatically increase lead generation. The transformation empowered franchise owners to reach more customers, convert faster, and grow sustainably in a competitive digital landscape.