



**ABOUT**  
A REASONABLY-PRICED CARPET AND FLOORING BUSINESS WHICH BRINGS THE OPTIONS TO THE CUSTOMER, MEASURES THE SPACE, AND INSTALLS WITH EFFICIENCY.

**SITUATION**

- Overall low website traffic
- Lack of brand visibility to NJ home and business owners

**WC SOLUTION**

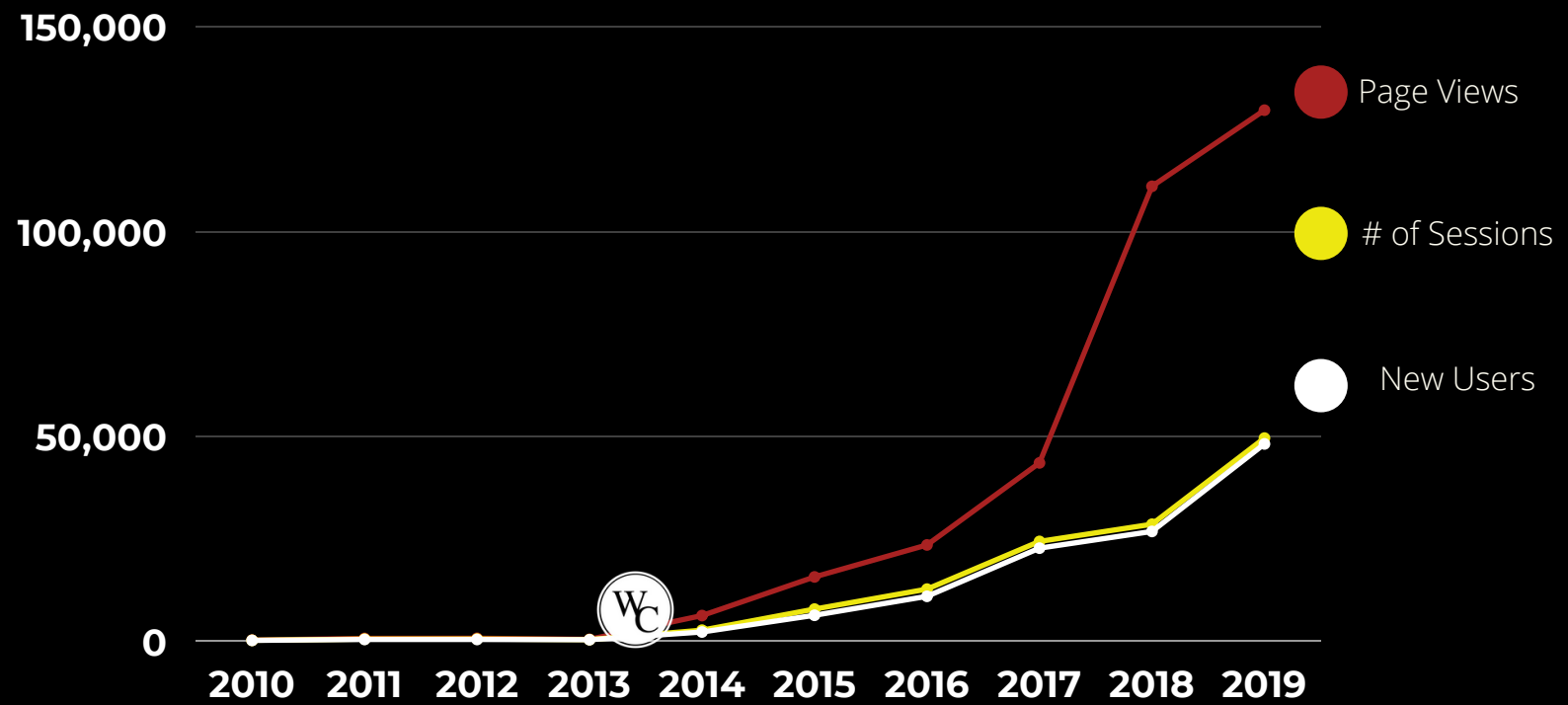
- New WC customized SEO strategy
- SEM strategy focusing on targeted and broad match keywords
- Social Media curated content and shares

**IMPACT**

4,000% increase in page views (8K to 320K)

Over 100,000 users reached in 5 years

Drop to 2% Bounce Rate



Throughout the 6+ years that My Way Carpet has been working with Wolferman Consulting, the company has experienced enormous and steady growth, reaching thousands of people.