



Meet Kevin Ahern President at Litchfield Builders

Their New Website Was Converting, But They Still Needed More Qualified Leads.

Following a comprehensive website redesign with IMPACT, the Litchfield Builders team saw steady, exponential growth in conversion rates and overall site traffic. However, they also realized they had a new opportunity in front of them: to increase the number of qualified leads landing on their website.

We got down to work right away with a brand new 90-day marketing plan, which included competitive analysis, updating their buyer personas, a new keyword strategy, on-page optimization, and a new content strategy.

As a Result, They Saw a:

+211%

increase in leads

200%

increase in consultation requests

“IMPACT’s has helped us keep a steady pipeline of qualified leads and expand our reach beyond that of our existing clients.”

And we love working with you, Kevin!