



MEDIAFORCE CASE STUDY:

SANDERSON
ROOFING
ESTABLISHED ▲ 1895



SANDERSON NEEDED A USER-FRIENDLY WEBSITE TO INCREASE COMPANY REVENUES AND LEADS.

THE COMPANY

Sanderson is one of Ottawa's oldest roofing companies. Since 1895 they have been lending their expertise to homeowners around the region. With top quality service and staff, Sanderson is equipped to tackle any residential or commercial roofing job that comes their way.



IMPLEMENTING & EXECUTING SOLUTIONS

An objectives-driven, tactical design was created for Sanderson's new website. To increase the number of conversions, the online estimate forms used to generate leads had to be redesigned.

These forms were intuitively engineered with progressive disclosure to reduce cognitive load, so that potential leads would be shown only the most important options without any visual stress or information overload. Furthermore, Mediaforce tactically placed 30+ credibility content onto the website without causing destruction, enhancing Sanderson's brand authority.



Flat Roof Repairs & Replacement

Over time weather elements can cause flat roof aging and abuse. Regular roof inspections ensure that major damage can be prevented.

[Learn More >](#)



Residential Roofing

Sanderson Roofing provides incomparable residential roof repair and installation services to Ottawa residents.

[Learn More >](#)



Commercial Roofing

Sanderson roofing has completed countless Ottawa commercial roofing projects in its many years of business.

[Learn More >](#)



Shingle Roof Repairs & Replacement

Over time weather elements can cause damage to sloped roofs if not properly maintained.


[Learn More >](#)



Roof Ice & Snow Removal

Ontario winters can cause a build up of ice and snow on rooftops. We remove ice and snow and offer long term solutions.

[Learn More >](#)



120th Anniversary

Home Sanderson Roofing Roofing Services Blog Contact 613-233-9369 GET AN ESTIMATE

Free Roofing Estimate

Sanderson Roofing Ottawa offers a complete range of services including roofing repair, roof installation, and roof replacement. Request a free roofing cost estimate for a new roof installation or repair in the Ottawa and surrounding area. Quick and Easy.

Step 1 of 2 - Information

50%

Name *

Email *

Phone *

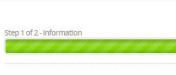
Next

120

Years of roofing in Ottawa and surrounding areas.

"Good job - on schedule - done promptly - for the price quoted. Thanks."

- Dick Paul



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Step 1 of 2 - Information

50%

Name *

Email *

Phone *

Company Name (if applicable)

Address *

Street Address

City

Postal Code


Next

120

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Step 2 of 2 - Confirmation

100%

Estimate for *

Roof repair

New roof

Roof repair

Roof replacement

Previous Submit

120

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RESULTS

♦ **Lead generation - 44% increase**

♦ **Goal conversion rate - 9.3%**

The new website design drove conversions and generated leads for Sanderson. Having the singularly most important actions accessible at any point during the browsing experience resulted in a higher conversion rate due to the increased form submissions.

Mobile Usage



Tablet Usage





SINCE 1995, MEDIAFORCE HAS HELPED CLIENTS ACROSS NORTH AMERICA GROW THEIR BUSINESS.

We provide solutions for businesses to compete, including:

- Social Media Campaigns
- Data-driven web content & design with cross-platform compatibility
- Web optimization for lead acquisition
- Pay Per Click Advertising

And more!

We're available 24/7

Contact Mediaforce, today

Phone: 613-729-0500

Fax: 613-729-7938

Web: mediaforce.ca

Mediaforce is a digital marketing firm that uses data analytics as a driving force in helping its diverse clientele to grow their businesses. Using a holistic approach that puts data analysis at the forefront, Mediaforce strives to drive key metrics using customized strategies selected specially for each company. Known for our expertise in Google Analytics, Conversion Optimization, Search Engine Optimization, Social Media Marketing, Website Design, and Hosting and Development, Mediaforce is comprised of a team dedicated to understanding key drivers of growth, optimizing for the right user experiences, and retaining users for each individual client. We empower our clients to harness their data in making valuable business decisions for the future of their company.

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