



CASE STUDY



**Kitchens &
Bathrooms First**

About

Kitchens & Bathrooms First

Kitchen & Bathrooms First is a trusted family-owned business specializing in designing, specifying, and renovating kitchens and bathrooms in Ottawa and nearby areas. Since 2002, they have offered a comprehensive range of services, including retail product sales, complete redesigns, and installations. With a team of experienced interior designers, consultants, craftsmen, project managers, and administrative staff, they provide personalized solutions tailored to each client's needs. Their modern showroom in Ottawa showcases quality products and offers 3D design services to help clients visualize their dream spaces.



With over 20 years of experience, Kitchen & Bathrooms First takes pride in its workmanship and offers a full one-year warranty on installations. Known for their expertise, quality products, and outstanding reputation, they are a one-stop shop for kitchen and bathroom renovations. Their dedication to customer satisfaction and commitment to delivering turnkey solutions make them a go-to choice for anyone seeking professional renovation services in the Ottawa area.



CASE STUDY

1 challenges

Kitchens & Bathrooms First recognized the need for a website to effectively showcase their services and enhance conversions. To address this challenge, they partnered with Mediaforce to create their website and optimize its functionality.



before Mediaforce

- **Kitchens & Bathrooms First needed a website to better showcase their services, increase leads and drive conversions.**
- **They aimed for cross-platform and device compatibility to ensure easy access for clients and attract more visitors.**



CASE STUDY

key metrics

2

Kitchens & Bathrooms First's case study evaluates key metrics such as conversion rate, leads generated, user experience, and SEO performance. These metrics provide valuable insights into the effectiveness and efficiency of Mediaforce's strategy. The study aims to showcase improvements in these areas and demonstrate the overall return on investment resulting from Mediaforce's services.



after Mediaforce

- A new responsive website was developed, featuring a modern design to ensure accessibility across different platforms and devices.
- The website was strategically designed to lead visitors through a persuasive journey, showcasing an extensive portfolio to enhance brand authority. A pricing page with estimates for potential renovation projects was included to add value and drive conversions.
- To further boost online visibility, Mediaforce implemented SEO and a pay-per-click campaign to attract relevant web traffic.



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key metrics

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after Mediaforce



Increase in traffic

103% Referral Traffic
244% Social Traffic



180% increase in average page duration



150% increase in quality leads/month



2.5x increase in goal value