



CASE STUDY

SANDERSON
ROOFING

About

SANDERSON ROOFING

Sanderson Roofing, one of Ottawa's oldest roofing companies, boasts over 125 years of expertise in providing high-quality roofs and exceptional customer service to homeowners and businesses in the region. As a founding member of esteemed associations like the Better Business Bureau of Ottawa and the Canadian Roofing Contractors Association, Sanderson has garnered recognition for its commitment to excellence.

Awards from reputable organizations like the Construction Safety Association of Ontario and accolades from employees further underscore Sanderson's dedication to detail, customer satisfaction, and superior workmanship, making them the preferred choice for roofing contractors in Ottawa.



Sanderson Roofing specializes in repairs, replacements, installations, and maintenance for various roofing systems, including fibreglass architectural shingles, modified bitumen, EPDM, TPO, PVC, and more. Their expertise extends to flat roofs, shingle roofing, and ice and snow removal, ensuring that clients receive top-notch solutions tailored to their specific needs.

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1 challenges

Sanderson Roofing 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, thereby increasing leads and revenue.



before Mediaforce

- Sanderson Roofing needed a user-friendly website to showcase their services, increase company revenues and leads.
- Our strategy was to focus on optimizing the online estimate forms to generate more leads.

CASE STUDY

key metrics

2

Sanderson Roofing's case study evaluates key metrics such as conversion rate, leads generated, and user experience.

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

- An objectives-driven, tactical design was created for Sanderson Roofing's new website.
- Online estimate forms used to generate leads were re-designed.
- Placed credibility content onto the website, enhancing brand authority.

The screenshot displays the Sanderson Roofing website's 'Free Roofing Estimate' form. The header includes the company logo, '120th Anniversary' badge, navigation menu, and a 'GET AN ESTIMATE' button. The form is titled 'Free Roofing Estimate' and includes a progress bar for 'Step 1 of 2: Information' at 50%. The form fields are: Name *, Email *, and Phone *. A 'Next' button is at the bottom left. To the right of the form is a testimonial: '120 Years of roofing in Ottawa and surrounding areas.' followed by a quote: 'Good Job - on schedule - done promptly - for the price quoted. Thanks.' attributed to Dick Paul.

CASE STUDY

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after Mediaforce



44% increase in
quality leads



9.3% goal
conversion rate



Increase in traffic

81% increase in mobile usage
53% increase in tablet usage