

CASE STUDY

Palm Harbor Homes LLM

Founded in 1977, Palm Harbor Homes is a national leader in the manufactured homes industry.



The company builds and sells premium manufactured and modular homes. They also offer financing and insurance products for their products. Palm Harbor Homes chose Vizion Interactive to implement the Local Listing Management (LLM) program for their company-owned location stores found in 13 states and 2 Canadian provinces.

Objective

Palm Harbor Homes wanted to **gain control over their local listings**, and ensure the correct store and model center information was appearing in the three main search engines: Google, Bing and Yahoo. They also wanted to distribute correct listings to aggregators and directories such as YellowPages.com, Merchant Circle, and Local.com.

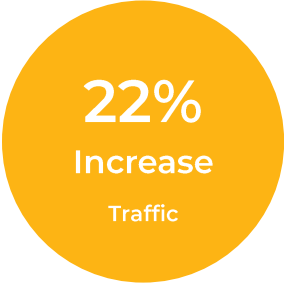
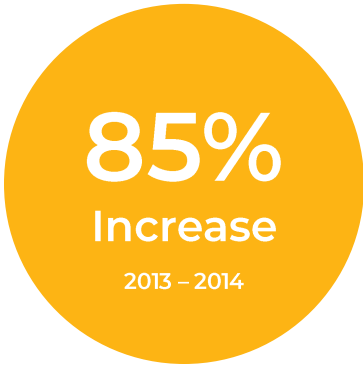
Solution

We enrolled Palm Harbor Homes in our LLM program in August 2013, and then worked to syndicate accurate and up-to-date information to the major search engines, and the local listing directories.



Results

As a result of our efforts, from August 2013 to June 2014, Palm Harbor Homes saw an 85% lift in organic traffic to the location stores in our LLM program.



In addition, referring site traffic is up 22%. If you compare the locations that were optimized to the ones that weren't, you can see the optimized stores had a nearly 80% share of overall sessions, as well as more conversion leads.

| Source / Medium | Acquisition | | | Behavior | | | Conversions | | |
|-----------------------|-------------|----------------|-----------|-------------|-----------------|-----------------------|--|--|--|
| | Sessions | % New Sessions | New Users | Bounce Rate | Pages / Session | Avg. Session Duration | Model Center Lead (Goal 2) Conversion Rate | Model Center Lead (Goal 3) Conversion Rate | Model Center Lead (Goal 3) Completions |
| PHH LLM Optimized | 79.56% | 5.85% | 90.08% | 0.15% | 2.67% | 6.31% | 11.38% | 100.00% | |
| PHH NON-LLM Optimized | 24.84% | 2.86% | 21.27% | 6.92% | 4.33% | 2.14% | 10.93% | 11.20% | |

These results are an excellent indicator of the importance and value of effective Local Listing Management. We're proud to have helped Palm Harbor Homes gain more visibility and earn more leads in their local markets.