



ROTO-ROOTER: BLOGGING TO TELL A STORY AND EXPAND CUSTOMER REACH

Roto-Rooter is North America's largest provider of plumbing and drain services, with business locations serving approximately 90 percent of the U.S. population and 41 percent of Canada. Not one to be complacent with the changing marketing landscape, Roto-Rooter knew they had to adopt a creative strategy to increase Web presence, drive Web site traffic and cement their position atop the industry.

OBJECTIVES:

- Distinguish themselves from thousands of other plumbing and drain service companies.
- Attract additional customers through increased Web traffic.

SOLUTION:

With these goals in mind, Roto-Rooter turned to Compendium Blogware's business-friendly blogging software to distance themselves from competitors and increase search engine optimization (SEO). Compendium Blogware's easy-to-use interface, ongoing success management and proprietary technology helps companies improve organic search engine rankings through blogging.

Compendium's technology automatically structures blog content for maximum SEO. Users simply determine which keywords they want to rank highly in search engines, and then start blogging with Compendium's simplified user interface. Compendium Blogware's technology attracts potential customers to a company's blog, where the company converts visitors into customers by connecting with them on a personal level with each blog post.

Paul Abrams, Roto Rooter's Public Relations Manager has been very pleased with the results thus far and attributes it to the way blogging has humanized their company to consumers.

"No one would expect home improvement service industry professionals like plumbers to utilize Web 2.0 marketing techniques, and that's exactly why we started blogging," said Abrams. "Blogging has been an ideal way to differentiate ourselves from the thousands of other players in this market. The quick return on investment has far outweighed the expectations I had when starting our blogging program."



We were looking for a marketing solution to set us apart from the competition and convey our company culture.

*-Paul Abrams
Public Relations Manager*



OUTCOME:

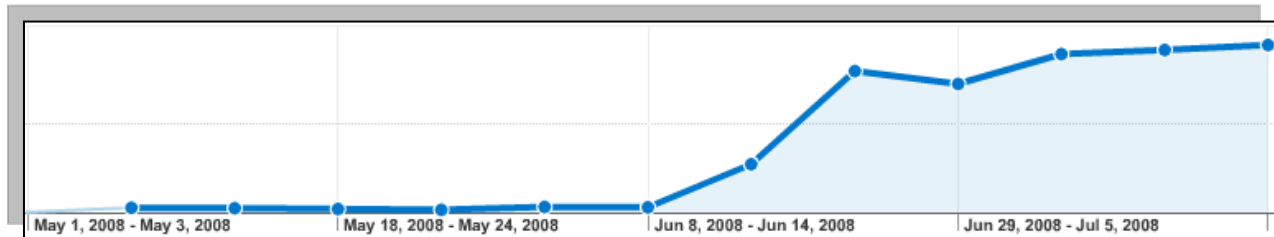
In just over *60 days* since starting with Compendium Blogware, the company ranks on the first page of Google for keyword phrases such as:

- **Kitchen plumbing jobs** (out of 2,260,000)
- **Plumbing service calls** (out of 856,000)
- **Bathroom plumbing jobs** (out of 320,000)
- **Licensed plumbing specialists** (out of 216,000)

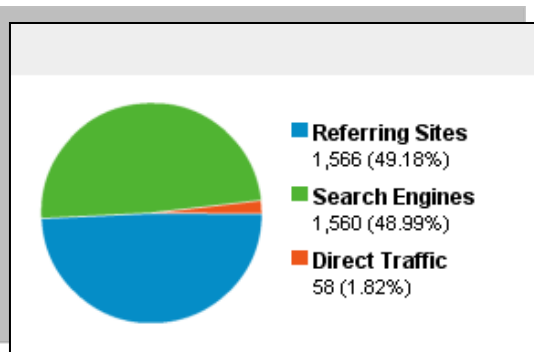
Google search results for "kitchen plumbing jobs" on July 31, 2008. The search bar shows "kitchen plumbing jobs" and the search button. The results include "Ben Franklin Plumbing" with a coupon, "Local Plumbing Jobs" with a snippet about garbage disposal, and "Roto-Rooter - Kitchen plumbing and making plumbing a career" with a snippet about kitchen plumbing being a big part of their business.

Google Results
July 31, 2008

Since starting their blogging program, Roto-Rooter's blog traffic has soared from 995 visitors in June to 3,100 visitors in July. And, as of July 31, 2008, a total of **4,095 absolute unique visitors** have found Roto-Rooter blogs.



Within two months of blogging, **organic search accounted for nearly 50% of all blog traffic**. Frequent keyword rich content can be attributed to Roto-Rooter's fast success.



In addition to the SEO results, Roto-Rooter has further differentiated itself from the competition by blogging about the way its plumbing service professionals double as super heroes to rescue family pets, needy animals and prized personal possessions for customers.

Abrams adds, "One of the aspects I've enjoyed most about blogging is its ability to give Roto Rooter a true personality," said Abrams. "We've blogged about everything from [cats](#) rescued from underground pipes to

customers' [diamond anniversary rings](#) that our technicians recovered from deep inside sewers. Blogging gives us a platform to showcase the lengths our service professionals will go to when customers need our help."

View Roto-Rooter's blogs online at <http://blog.rotorooter.com/blog/roto-rooter>