

## CASE STUDY

# How Stone Source Hawaii Increased Revenue & Visibility as Maui's Premier Stone Slab Supplier

Client: Stone Source Hawaii

Services: SEO | PPC | Social Media | Management

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## The Situation

Stone Source Hawaii, a well-established stone supplier in Maui, approached us in August 2024 with ambitious goals for growth. Despite having over 20 years of combined experience in the industry, the company struggled to attract new customers because of limited marketing efforts and an outdated online presence. While their conversion rates were high, their visibility in the local market was minimal, resulting in low foot traffic and phone inquiries.

With short-term goals of increasing revenue by 15% within a year and long-term aspirations of doubling their business and purchasing a warehouse, Stone Source Hawaii needed a comprehensive digital strategy to bring their vision to life.

## Our Step By Step Approach

### BEFORE

When we first assessed Stone Source Hawaii's challenges, we found that their existing website lacked a professional design and modern functionality. It did not effectively showcase their products or reflect the quality of their services. Additionally, the absence of SEO optimization meant the site was not appearing in local search results, severely limiting their visibility. The company had not invested in targeted advertising, further compounding their struggle to build awareness in the Maui community.

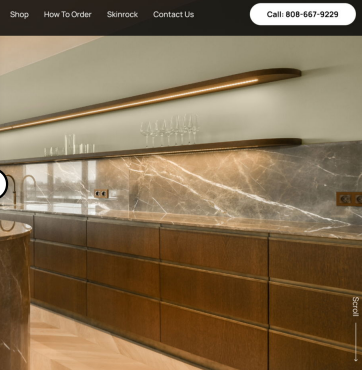
### MAUI'S LARGEST NATURAL AND STONE WORKS

Stone Source Hawaii is your family-owned and operated business located in beautiful Honokowai on Maui.

Here at Stone Source Hawaii we're your go-to for all your stone needs. We have over 300 slabs of granite, marble, and quartz. We have an extensive inventory of all the latest trends.

We are constantly ordering new material so you can get the latest trends you're looking for please let us know.

We take great pride in being a part of this community and we want to help you.

[CONTACT](#)

To address these challenges, we began by designing a modern, user-friendly website that conveyed the professionalism and quality of Stone Source Hawaii's offerings. The new site featured a sleek design, intuitive

## AFTER

navigation, and a dedicated gallery to showcase their materials. We also implemented a robust SEO strategy, conducting keyword research and optimizing the site's content, meta descriptions, and technical elements. These efforts improved the site's ranking for high-value local search terms. To drive immediate results, we launched targeted Google Ads campaigns, focusing on geo-targeting Maui residents and high-intent customers. These campaigns were continuously monitored and optimized to maximize conversions and enhance ROI.

## The Outcome

Our efforts delivered transformative results for Stone Source Hawaii. Within 3 months, their organic website traffic increased by 360%, and they achieved first-page rankings for critical search terms like "stone supplier Maui" and "Maui countertops." Phone inquiries and foot traffic to their store doubled within 1 month of launching the Google Ads campaigns. Most importantly, Stone Source Hawaii is on track to achieve their goal of a 15% revenue increase within a year, with monthly revenue showing steady growth. This project not only enhanced their visibility but also laid the foundation for their long-term aspirations of scaling the business and becoming a household name on Maui.

⚡ **18%**  
Website Traffic Increase

⚡ **1%**  
Engagement Rate

⚡ **6%**  
Impression Increase

⚡ **2%**  
Increase in raw lead to qualified lead percentage



"They take a lot of pride in their work & make you feel like they're an extension of your company. If you are in between SEO Brand & another company, be confident that SEO Brand will go above & beyond"

General Manager, Mattias



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