



CUSTOMER SPOTLIGHT:

Top It Off Granite Co.

TOPITOFFGRANITE.COM

HOW ONLINE
MARKETING KEEPS A
STONE COUNTERTOP
COMPANY A CUT ABOVE

web.com®

While starting a new business comes with obstacles, growing an established company can be equally challenging. Rick and Joyce Beahm founded **Top It Off, Inc.**, a countertop company in Cranberry Township, PA. in 1998. Together with their son, Cody, they made strategic adjustments over the years to stay ahead of customer demand. Here's how.

THE SITUATION

A Solid Foundation for Success

Fine Tuning the Customer Focus

Top It Off, Inc. began as a stone slab wholesaler for retailers and contractors. However, the Beahms discovered that marketing custom-designed kitchen and bathroom countertops directly to homeowners brought more value to their customers and their company.

To meet demand, they decided to focus on the highest quality stone, including unique granite, quartz and soapstone. "We also wanted to design a whole new customer experience and educate them through every step of the process," says Cody, who leads the company's marketing efforts.

"It can be difficult to understand all of your options—our goal is to make it easy and fun."

It began with a new website.



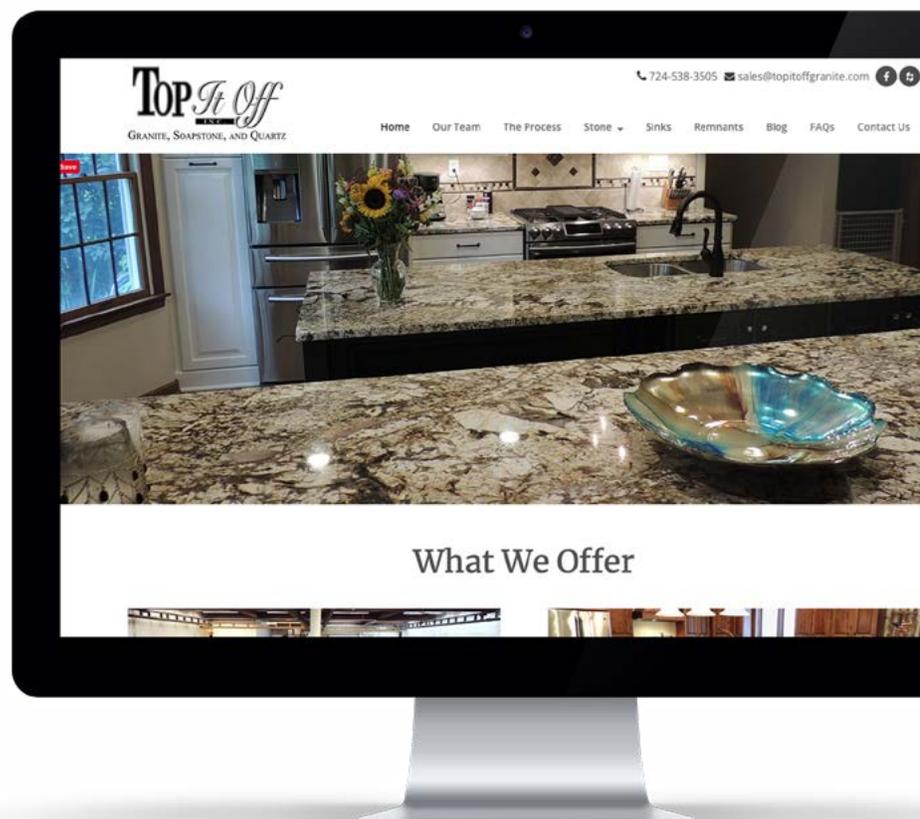
THE WEB.COM SOLUTION

Building a Website to Build More Business

While the company already had a website, it did not complement the uniquely personalized customer service for which Top It Off, Inc. is recognized. “We’re a custom design firm but websites are not our specialty,” says Cody. “We admired the work that **Web.com** was doing for other companies and reached out to them to see if they could do the same for us.”

After selecting the **custom website design services option**, Cody partnered with Web.com to quickly and easily complete his new site from start to finish. “They made things so effortless and easy,” says Cody. “It really mirrored the experience we want to have with our own customers.”

Cody collaborated with the Web.com team to communicate what he was looking for in a site and personally selected the designer. After the review and approval process, the new Top It Off, Inc. website was ready to facilitate the virtual customer experience.



THE WEB.COM SOLUTION *(continued)*

Creating a Virtual Experience With Online Marketing

An Online Customer Handshake

When visiting the Top It Off, Inc. store, customers enjoy access to a marquee showroom, including a custom-design warehouse and manufacturing center. Customers browse over 60 slabs of unique and exotic types of stone that can be custom cut and designed for their kitchen or bathroom.

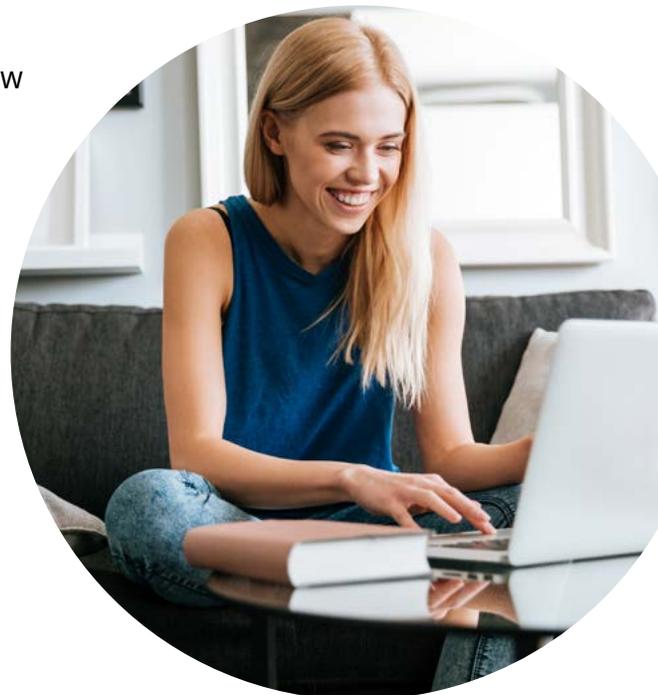
“Our website gives people a quick introduction to everything we have to offer and a preview of what they will see in our store,” says Cody. “It’s often our initial contact with a customer and sets the tone for the process to come.”

The Website Was Only the Beginning

To enhance the new website, Cody works with Web.com to produce blog posts that include customer-focused topics and **search engine optimization (SEO) keywords**. These keywords help Top It Off, Inc. to be ranked prominently on sites like Google, Yelp and Bing when customers are searching for local countertop designers.

Cody says he appreciates the internet tracking features that allow him to see how many people read blog posts and how much time online visitors spend each web page. It all equates to increased brand visibility.

“The website was not a one-and-done proposition for Web.com. They are constantly coming up with ideas for new blog content and other ways to keep our brand in the public eye—Web.com makes it easy,” says Cody.



THE BENEFITS

The Benefits of a Rock-Solid Brand

Adding More Beauty to the Local Community

Cody says Top It Off, Inc. is booked for the foreseeable future with home kitchen and bathroom projects. They are always seeking opportunities to give back to the community they serve as a way of saying thanks.

The company partners with organizations like Habitat for Humanity and other local causes to donate remnants—the excess stone that is available after cutting custom countertops—to bring beauty and value to homes and organizations throughout Pennsylvania.

Topping Off a Great Partnership

While business is going well, Cody says it only motivates Top It Off, Inc. to seek new ways of promoting their business.

“We never rest on our laurels, and as we continue to move forward, it’s nice to know that Web.com will be with us through every step of the journey.”

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