

CASE STUDY

# Contractor Training Center

Category:

Education, Online Trades Courses, Online Certifications, and preparedness

Company Description:

Contractor Training Center works to make the contractor licensing process simple and easy for their customers, helping them obtain a license and begin working as a licensed contractor as soon as possible.

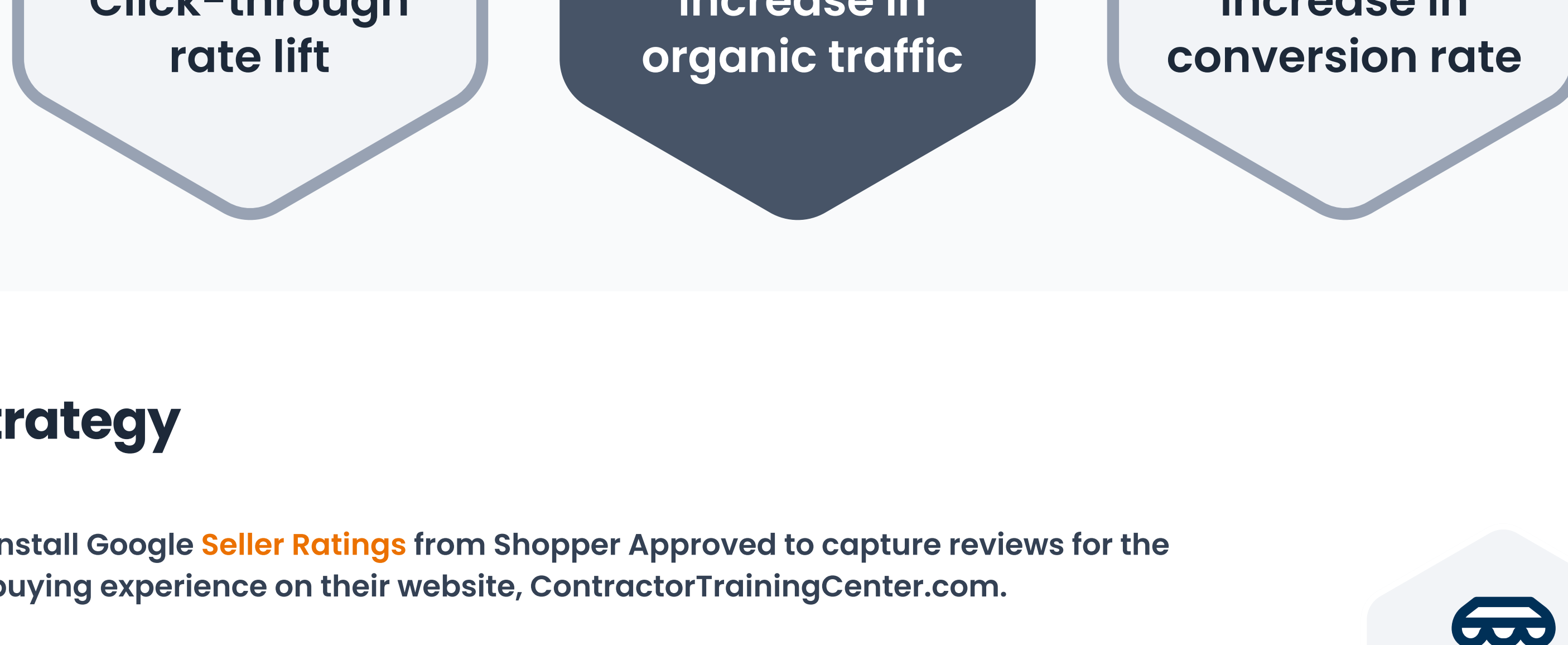


## Goal

Initially, Contractor Training Center was looking for a solution to collect seller reviews at a higher rate in order to leverage them to boost both website traffic and website sales conversion rates. Later, they needed a way to answer common questions easily and use those questions and answers to drive more high-converting (relevant) traffic to their site.

## Results with Shopper Approved

See how below



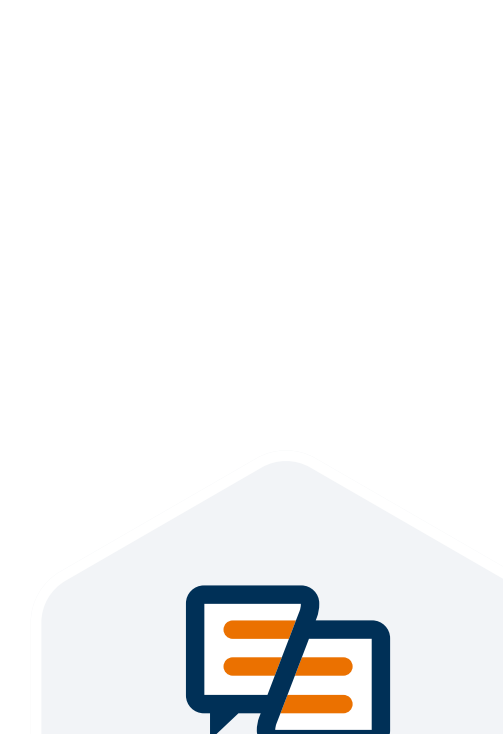
## Strategy

1. Install Google Seller Ratings from Shopper Approved to capture reviews for the buying experience on their website, ContractorTrainingCenter.com.

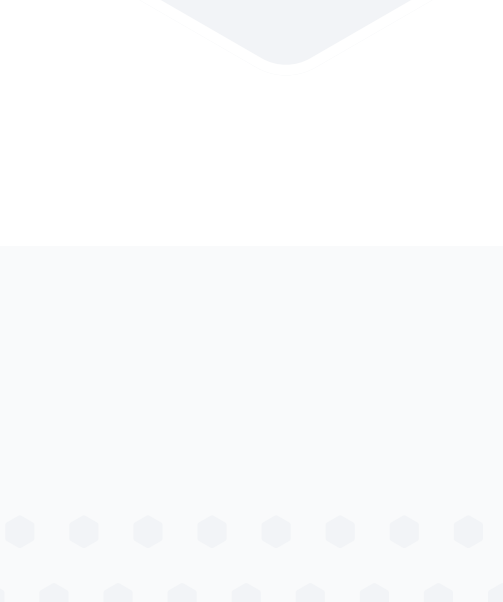
a. Establish social proof by displaying those reviews on the Shopper Approved online Review Certificate to improve Contractor Training Center's online reputation and achieve better search results for searches involving their brand name reviews.

b. Capture more attention, create more trust, and generate more clicks and traffic by displaying star ratings in rich snippets that show up on the search engine results page for their brand reviews search terms.

c. Establish even more instant credibility by displaying the Shopper Approved review widget and seals on their homepage and website navigation.

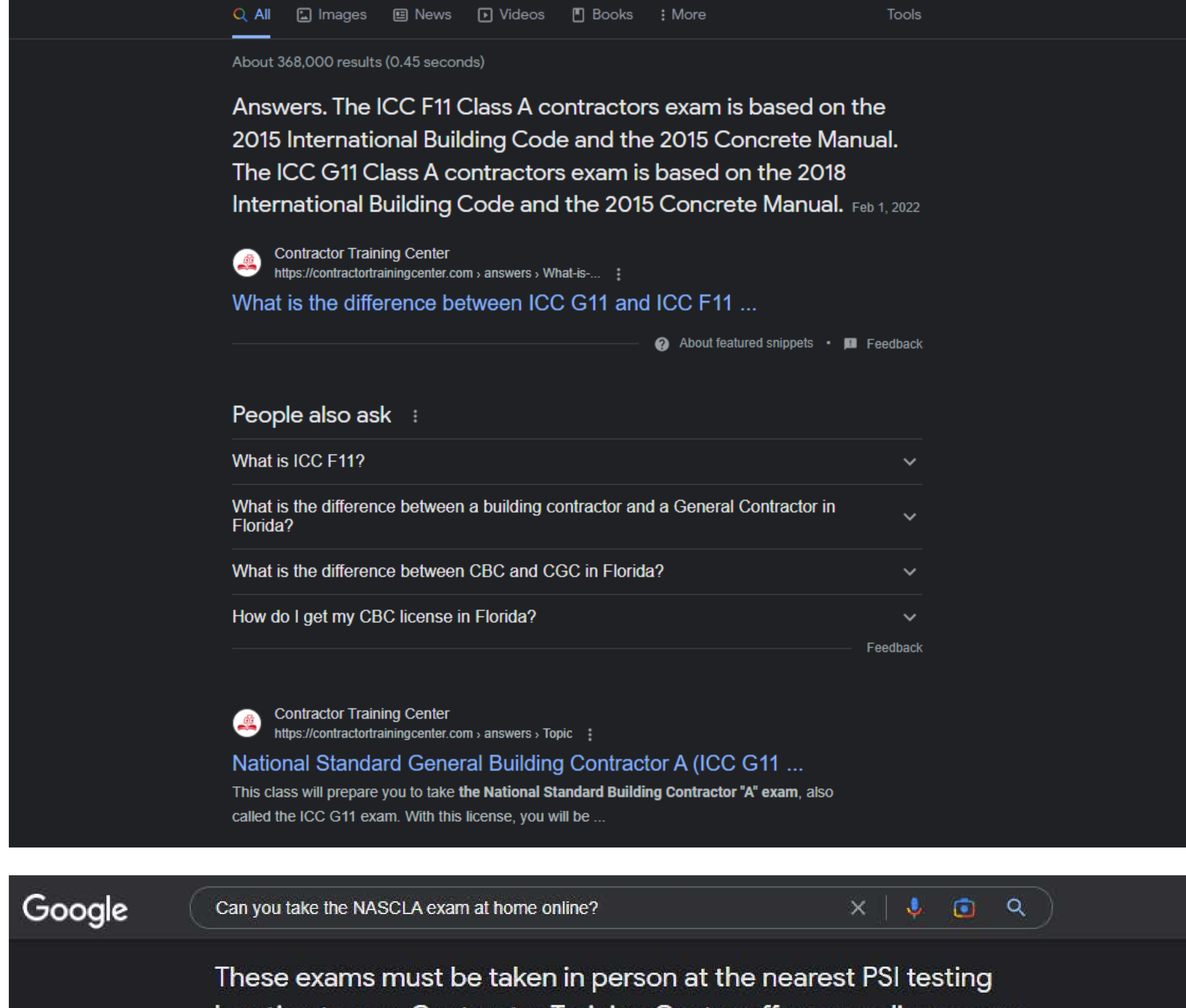


2. Implement Q&A from Shopper Approved to allow customers to ask questions about their brand, courses, and other common questions and then place those questions (and answers) on the Contractor Training Center website to proactively answer other shoppers' questions as they visit the website and use search engines to research specific questions surrounding contractor training courses.

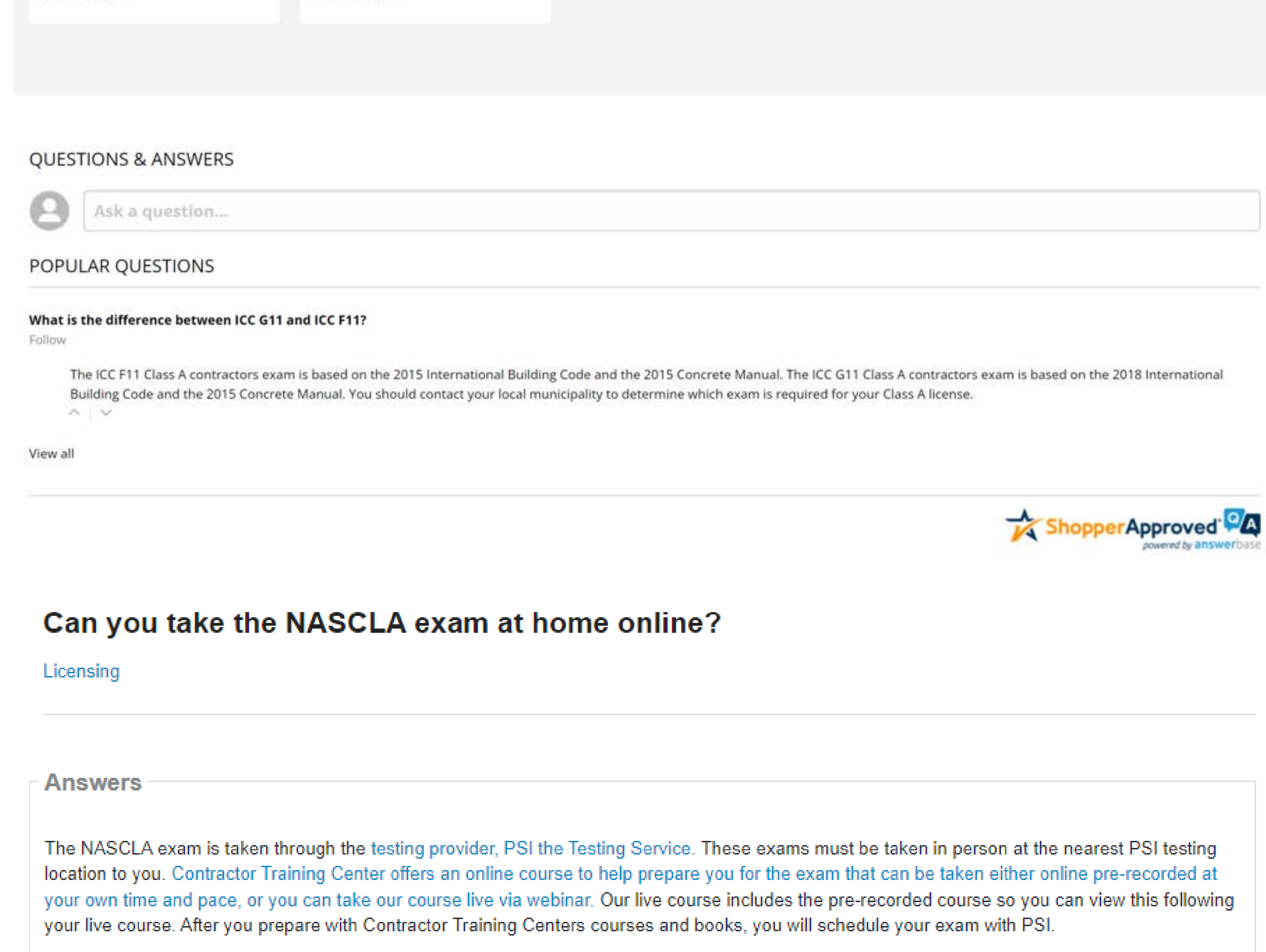


## Execution

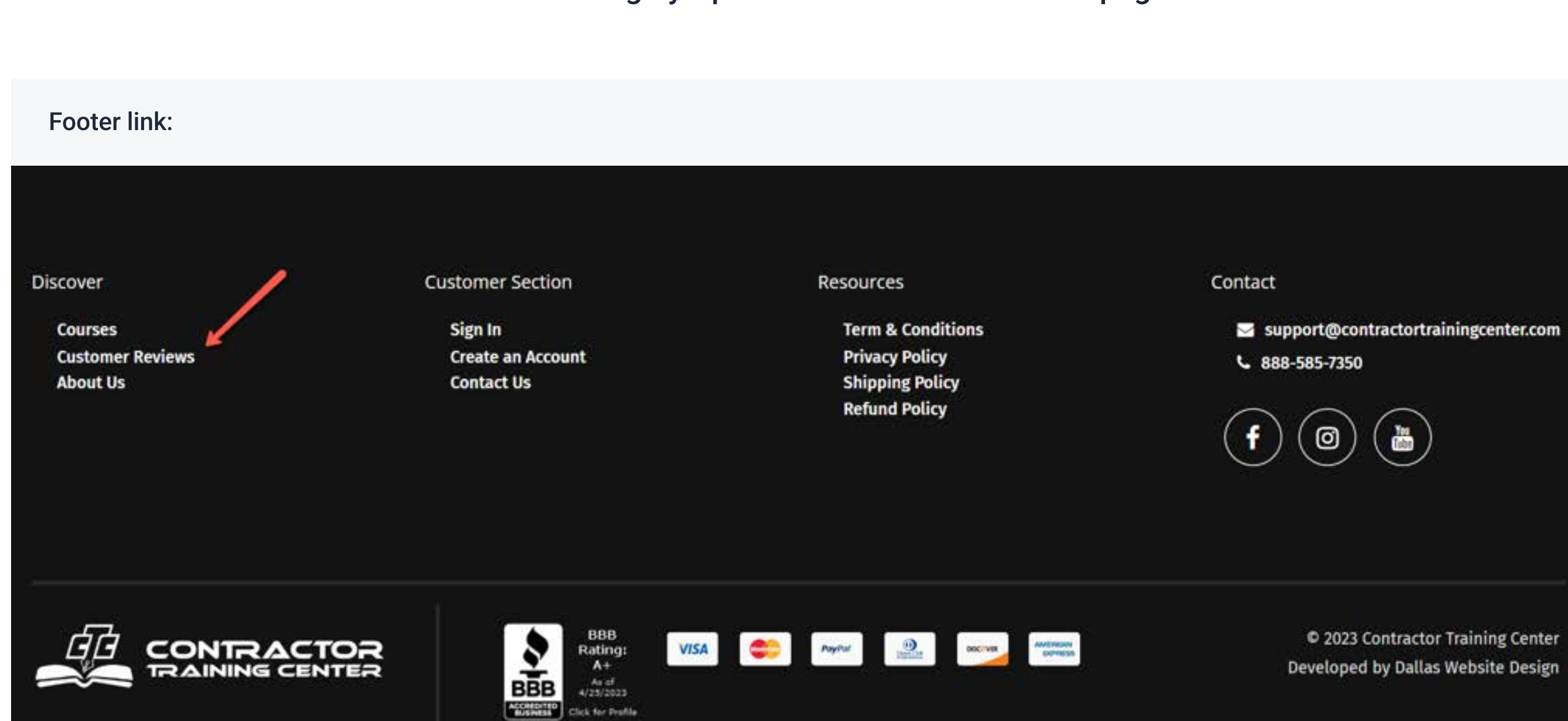
Two examples of Q&A showing in featured snippet on the search engine results page:



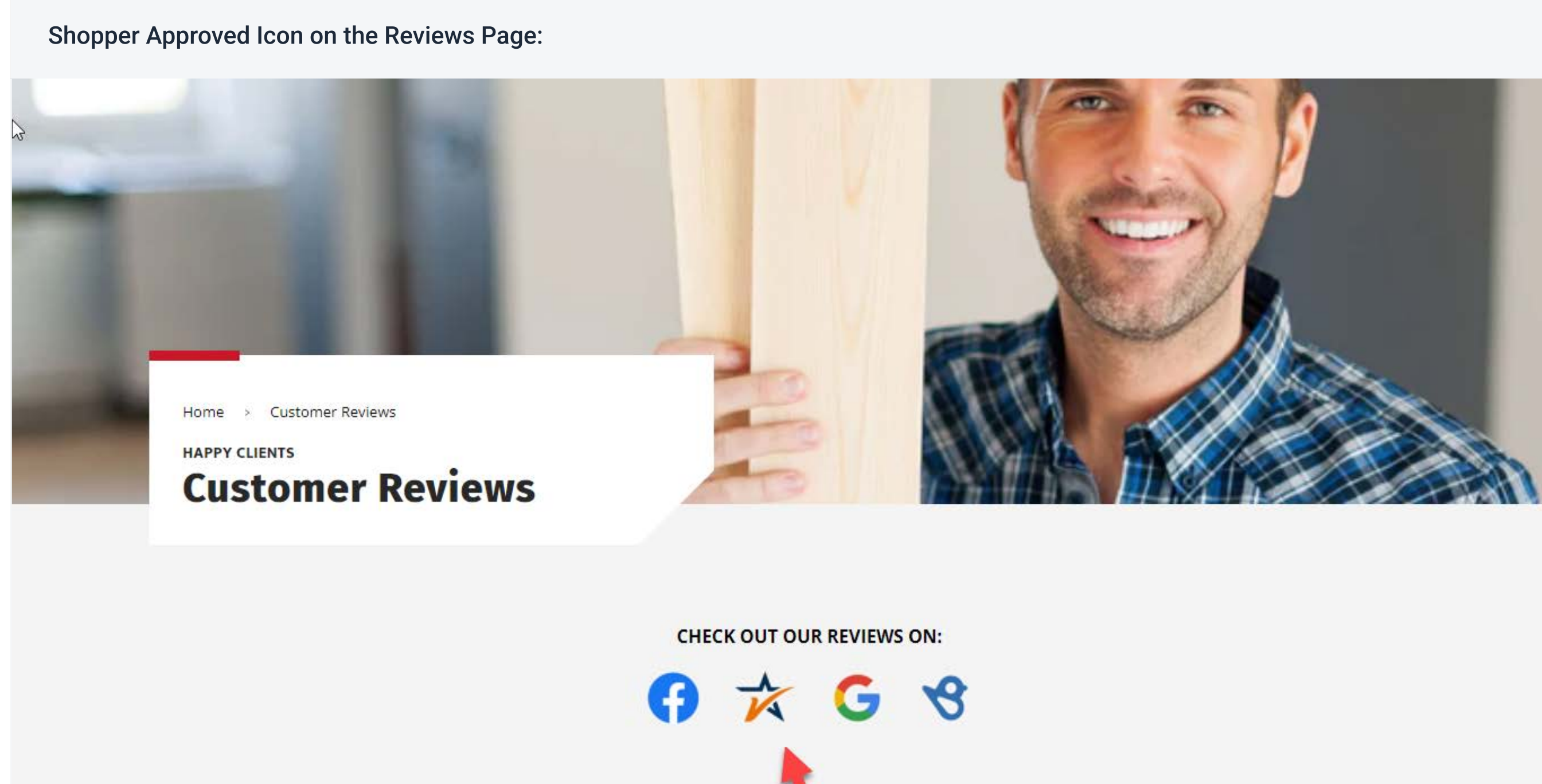
Two examples Q&A showing on their site (linked from SERP featured snippet above):



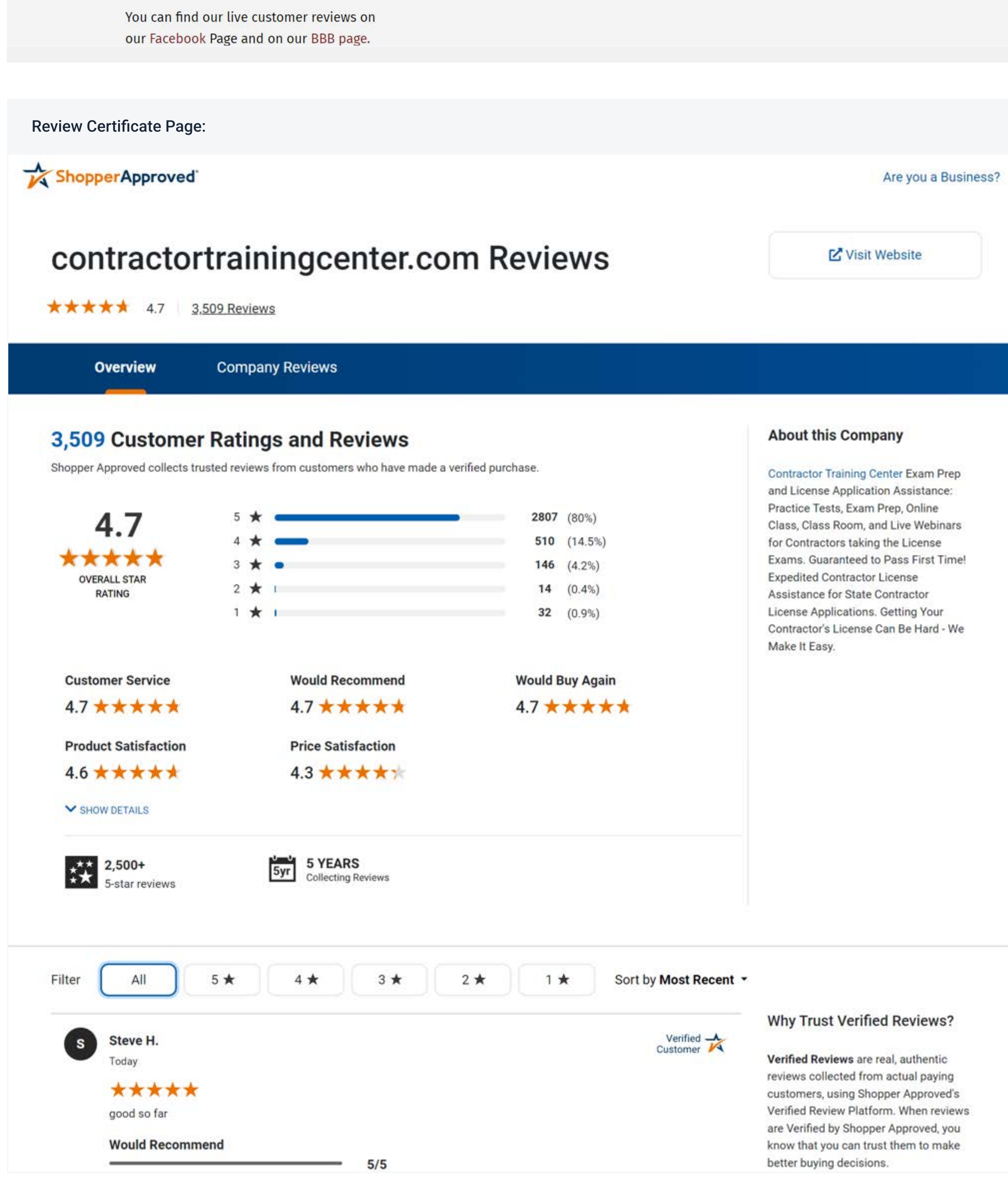
Linking to Customer Reviews in their footer, the Shopper Approved Reviews icon that links to their highly-optimized Review Certificate page:



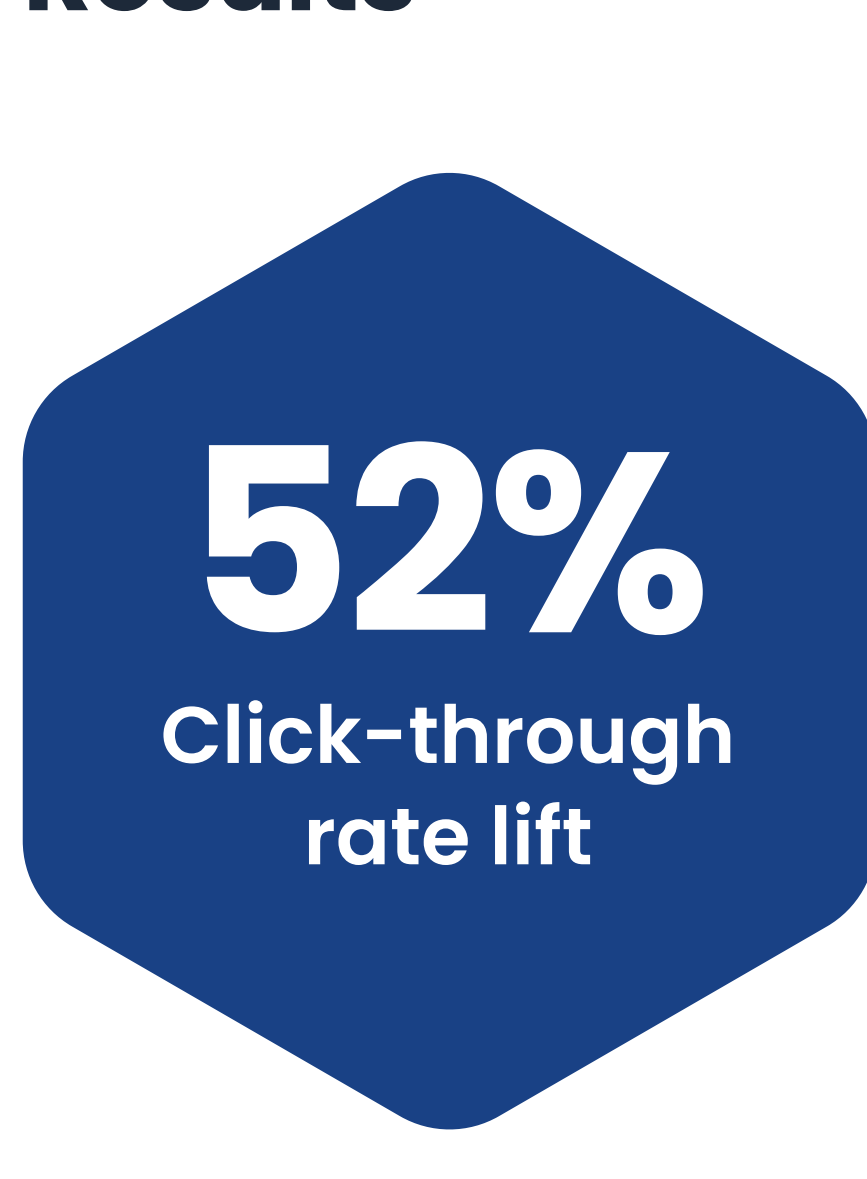
Shopper Approved Icon on the Reviews Page:



Review Certificate Page:



## Results



Within 14 months after implementing Shopper Approved, ContractorTrainingCenter.com enjoyed:

- 100% increase in organic traffic to the site
- 42% increase in Google Ad click-through rate (which continued to grow to a 52% increase by month 26)
- 70% increase in website conversion rate

In a market research survey Contractor Training Center conducted, they found that their "extensive collection of trustworthy customer reviews was one of the several driving factors" for why customers chose them.



“Really enjoy having the instant request embedded in the Thank You page for reviews— we went from obtaining 1 – 2 Google reviews, per month to obtaining dozens of reviews per day, since the delivery requires less work for the customer. The [Shopper Approved] customer service and onboarding team is extremely helpful and walked me through the entire process of integrating their widgets into our site.”

Charlotte Smith,  
Owner, ContractorTrainingCenter.com

