





Thanks to a Faster Mobile Landing Page Hair Salon Chain Coiffeur Lamott Generates 79 % More Calls with the Same Budget

 **50%**
shorter load time for
mobile landing pages

 **44%**
cost reduction per phone call

Who WinLocal Is

WinLocal offers online marketing solutions to small and medium-sized companies that want to succeed in the digital world.

As a Google Premier Partner, WinLocal contributes to the digital success of its customers with best-in-class landing pages and AdWords ads.

From its collaboration with Google, WinLocal knows that half of all web traffic comes from mobile and mobile speed is therefore an important factor with regard to the bounce rate of a landing page. As of July 2018, mobile speed plays an important role in page ranking.

Consequently, one of the main goals was to optimize the performance of the landing pages of customers such as the Berlin hair salon chain Coiffeur Lamott.

The Mobile Challenge

Prior to its collaboration with WinLocal, the family business, which offers individual consulting and premium care products, did not have any online marketing strategy.

Since 2012, WinLocal has been supporting Coiffeur Lamott with their Google AdWords strategy and helping them to reach their business goals: appear in local Google searches, attract more customers into their salons and thus generate sales.

By optimizing the mobile performance of the landing page, WinLocal took the business success of Coiffeur Lamott to the next level.



www.friseure-berlin.info/



2 Sec.

Load time
on average

LOW

Est. visitor loss
(Due to load time)

How WinLocal Helped

As most potential customers of Coiffeur Lamott search for hair dressing services while on the go, WinLocal decided to focus on improving the mobile performance of its online presence.

In accordance with best practices recommended by Google, WinLocal developed a suitable online strategy for Coiffeur Lamott. Based on the findings of this analysis, WinLocal optimized the mobile load speed of the landing page with best-in-class templates and adapted the bids for Google AdWords.

“With the support of the Google experts, WinLocal was able to provide best-in-class mobile landing pages for AdWords in order to promote the customer’s business with a great user experience.”

*Florian Rang,
Chief Operating Officer at WinLocal GmbH*

Levers of Optimization



Content prioritization
focus on call and/or
email conversion



Optimized and
compressed images



Optimized online
CSS and Javascript

Results

Using best practices from Google, WinLocal succeeded in reducing the load time for all its customers’ landing pages on mobile from 8 seconds to 2-4 seconds on average.

In the case of Coiffeur Lamott, the business gained more mobile users and generated more calls through the new landing page and improved AdWords ads. The cost per phone call to its salons based on the AdWords ads fell by an average of 44 %.

Load Time Matters

Since its landing page was optimized, Coiffeur Lamott generates more conversions and lower costs per lead from all paid clicks.

The success achieved online with WinLocal shows that AdWords ads and optimized load times are also of benefit for businesses without their own homepage.

“The mobile-optimized contact pages from WinLocal helped us a lot to present our salons in a modern way without our own homepage. All the requirements of online searchers are met, as the improved AdWords conversions show.”

*Florian Knispel,
Managing Director of Coiffeur Lamott*