



Case Study: Under The Roof Furniture



Full-Service Marketing Plan For Modern Furniture Store

► CLIENT

- Under The Roof is a modern furniture store, serving Central Virginia and The Shenandoah Valley, offering a wide range of home furnishing styles.
- With collections covering living room and bedroom, Natuzzi Leather, Amish Furniture and more, Under The Roof has something for everyone.
- They came to Gig Strategic for a local partner to strengthen their online presence, SEO, and Google Ads across Charlottesville, Waynesboro, and The Valley.
- We started our plan together in December 2023.

► KEY RESULTS:

- Our SEO plan with UTR focused on cementing rankings in Waynesboro (their physical location), then building up Charlottesville as well.
- 24 First Page Rankings in Google Search Results. 18 #1 Spot Rankings. Across 2 geo-areas.
- 2024 Google Ad Stats:
 - 35,000+ Impressions
 - 3,500 Clicks
 - 9.32% Click-Through-Rate
- 170% Increase in website total visitors, 2024 vs 2023.

