

# How Pioneer Floor increased web traffic and leads with Omnify+ powered by Roomvo

## The challenge

Pioneer Floor wanted to increase traffic to its website, improve the shopping experience, and generate quality leads.

“Our website is usually the first time people find our business,” said Caytee Wankier, Sales and Marketing Specialist at Pioneer Floor. “So we wanted to make sure we’re making a good impression and delivering the best possible experience.”

Pioneer Floor wanted to move to a new website and technology platform that would inspire more confidence in consumer purchase decisions, especially with room visualization.

“Flooring is a big investment, and shoppers were looking for ways to make decision-making easier,” said Wankier. “We felt strongly that room visualization would provide that.”

In addition, the retailer wanted to increase brand awareness and foot traffic for its newly opened showroom in St. George and solidify market domination for its original location in Cedar City. Pioneer Floor also wanted to focus more on inbound marketing strategies, especially search engine optimization (SEO).

# 109%

Increase in search result impressions

# 55%

Increase in clicks from organic search

Up to

# +11

Place increase in search results

(August 2023 to January 2024)

**PIONEER**  
floor coverings  
design center

## About Pioneer Floor Coverings and Design Center

[Pioneer Floor Coverings and Design Center](#) is the premier flooring provider in southern Utah. The retailer has been helping consumers make their house a home since 1978, offering a wide range of flooring, carpet, laminate, tile, rugs, and more through its two design centers.

**Industry:** Flooring, carpet, rugs and tile

**Products:** [Roomvo visualizer](#), [Roomvo Omnify+ website](#)

**Headquarters:** Cedar City, UT, USA

**Founded:** 1978

**Company size:** 20+

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**Caytee Wankier**

Sales and Marketing Specialist, Pioneer Floor

## The solution

In late 2022, Mohawk — the world’s leading flooring manufacturer — introduced Pioneer Floor to its Omnify+ powered by Roomvo platform. Pioneer Floor was so impressed that it decided to switch immediately.

Powered by Roomvo, each Omnify+ website features engaging product catalogs, syndicated SEO content, lead conversion pages, and the Roomvo visualizer.

“It’s difficult to look at one tile or plank of wood or little sample carpet and imagine how the whole room will look,” said Wankier. “With the Roomvo visualizer, shoppers can upload a picture and see the product in their room in seconds. We can pull up the visualizer in our showroom or the shopper’s home and move the conversation forward.”

Roomvo’s visualizer is integrated throughout the Pioneer Floor website, including the product catalog. Since Roomvo is partnered with over 100 leading brands, shoppers can visualize almost every product that Pioneer Floor sells.

And, when manufacturers update product details, images, or availability upstream, these changes are automatically implemented downstream on the Pioneer Floor website — a huge time saver for the Pioneer Floor team. When necessary, Wankier can also make quick edits to the site herself.

“It’s hard wearing a lot of hats, so I appreciate being able to lean on Roomvo’s expertise and have updates made automatically,” said Wankier. “At the same time, I have the flexibility to make small updates to the site if I need to, like adding product tags to show what’s in stock and on sale.”

Roomvo and Mohawk also take care of SEO and content syndication on Pioneer Floor’s behalf, continually updating the website with guides and blog articles to help shoppers in their purchase decisions — and boost organic traffic to its website.



# The results

Website traffic has increased significantly since Roomvo optimized the Pioneer website for SEO. Between August 2023 and January 2024, the website's search result impressions increased by 109% while clicks through to the website increased by 55%.

Rankings for key search terms have also improved. For instance, the average position for "St. George flooring" has increased by 11 places and "Tile stores St. George" has risen by nine places, helping the retailer achieve its aim of increasing brand awareness for its newer location.

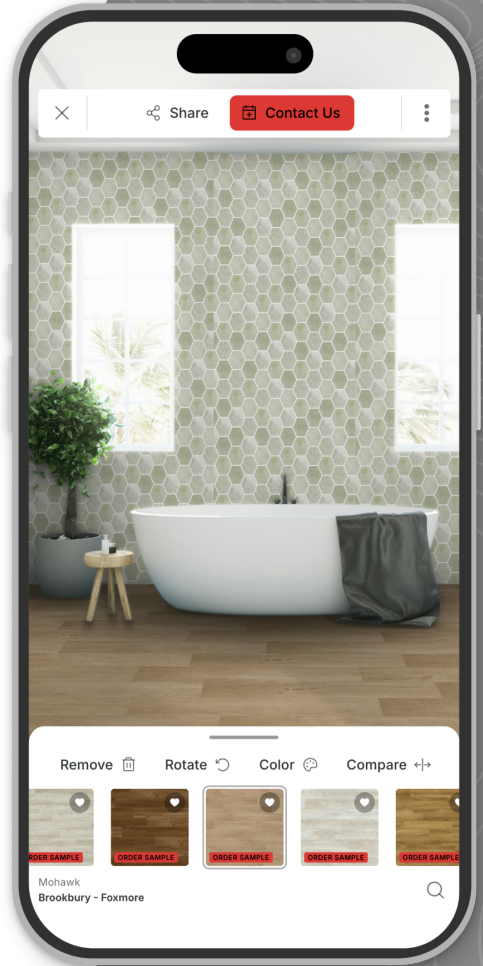
"Our Omnify+ website has increased brand awareness for both our stores," said Wankier. "We're getting much more web traffic from organic search now."

Once consumers have reached the site, they're also more likely to book an estimate and visit one of the stores in person, generating high-quality leads for Pioneer Floor.

"Visualizing our products in their homes gives consumers confidence in their choices, which makes them more likely to contact us and come into the showroom," said Wankier. "Our website is now a crucial source of leads for our sales team."

The Roomvo visualizer has transformed the shopping experience inside the showroom too, giving consumers the confidence to purchase and increasing conversions for Pioneer Floor.

"Visualization makes the decision-making process so much faster and simpler," said Wankier. "It's so much easier to make a sale when you can show consumers what the final outcome will look like."



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**Caytee Wankier**

Sales and Marketing Specialist, Pioneer Floor

**roomvo**

## Ready to transform your flooring website?

Maximize your digital storefront with Omnify+ powered by Roomvo. Generate more traffic, drive more leads, and close more sales with a technology platform tailored specifically for independent flooring dealers.

[Learn more](#)