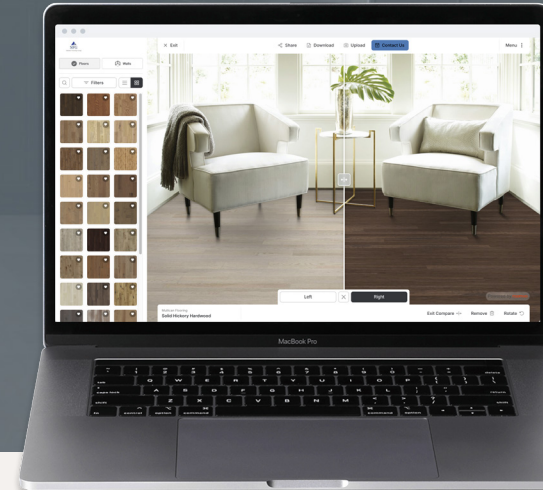


How Summit Flooring Group increased website traffic and sales with Roomvo Sites



The challenge

When expanding into the residential market from the commercial flooring sector, Summit Flooring Group needed a complete, fully optimized website to attract new customers and drive sales.

While commercial installation projects are usually pre-specified, residential customers need help choosing the right materials, colors and finishes for their homes. After learning about the power of room visualization to bring home decor products to life, Summit made it a requirement for their new website. With a small team focused mainly on sales and operations, Summit looked to external technology providers that could build a site with room visualization fully integrated.

“Technology is not my forte, and we don’t have anyone on our team that could build us a site,” said Amanda Hicks, controller at Summit Flooring. “At first, we had one of our main flooring suppliers build us a website with room visualization fully integrated. But we found the site itself too basic — and the supplier would only showcase products from their own brand.”

Summit wanted a new website that would bring more of its catalog to life with room visualization. That brought Summit to Roomvo.



About Summit Flooring Group

Summit Flooring Group is a full-service floor-covering company in the residential and commercial flooring industry. Summit serves customers from private homeowners to financial institutions, general contractors, government agencies, hospitality, building managers, and more. Founded in 2012, Summit is a locally owned and operated family business with a 10,000-square-foot storage facility in Frankfort, Kentucky.

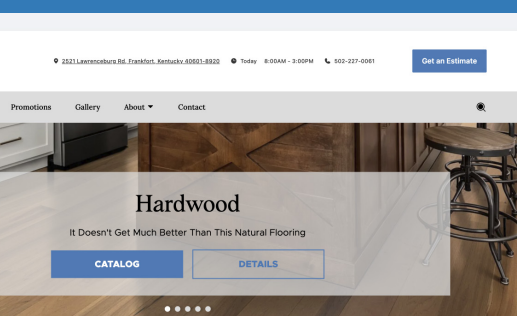
Industry: Flooring

Products: Roomvo Sites (Flooring, tile, backsplash, and more)

Headquarters: Frankfort, Kentucky, USA

Founded: 2012

Total employees: 5



Search ranking

#1

for 5+ local
keyword searches

Organic search traffic

46%+

increase in
impressions and clicks

(January to June 2024)

The solution

Summit Flooring Group partnered with Roomvo in December 2022 to create a bespoke, fully optimized website to drive new traffic and accelerate sales.

Summit's new Roomvo Sites website went live within just two days. Room visualization is fully integrated into Summit's online catalog, allowing homeowners to upload photos of their rooms and browse through more than 5,000 flooring, tile, and backsplash products to see how they would look in the home.

The catalog is designed to help customers find their ideal products quickly with quick search functionality, favorites, and the ability to filter by surface application, shade, and brand. Product details are shown alongside each product, along with high-quality product images. Customers can visualize multiple surfaces in a single design experience, as well as rotating patterns, changing grout color, and comparing different products side by side.

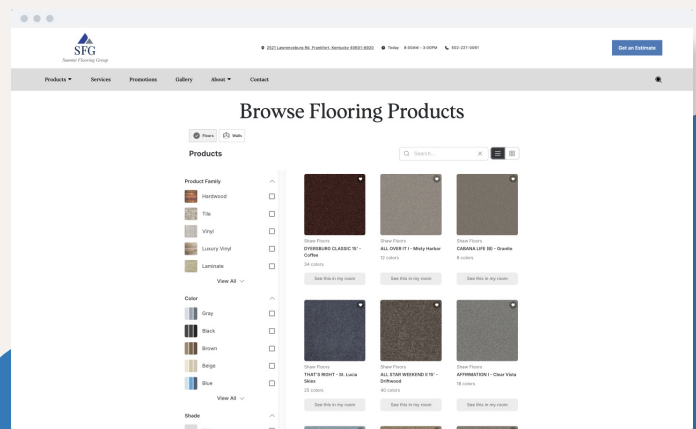
When shoppers have finished visualizing, they can request an estimate through call-to-action buttons on every product page or share their room visualization images with friends and family by email, WhatsApp, Facebook, and more. Shoppers can also message Summit Flooring via the "Contact Us" page and see the company's contact details and location.

"I love that people can request an estimate or get directions to our office outside of our opening hours," said Hicks.

Summit can add products to its catalog from over 100 leading brands, with products from 19 brands currently live on the site. For Summit's convenience, product details are automatically updated on the site if the manufacturer makes changes.

The Roomvo Sites development team worked closely with Summit to customize the website with the company's brand. The site includes information on company history, services offered, customer reviews, FAQs, videos, syndicated content, and a gallery of images to showcase completed projects. All content on the website is fully optimized to maximize search engine performance with search engine optimization (SEO).

With a custom-built dashboard, Summit can monitor search engine performance, website traffic, and engagement metrics with ease.



Request Estimate

Let one of our experts help you find the perfect floor!

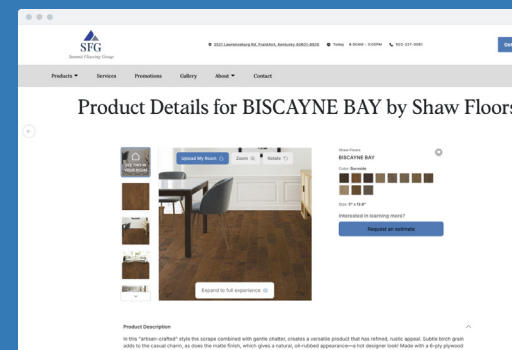
Summit Flooring Group - Frankfort

Your name: Your email:

Your telephone no.: Postal code:

Tell us what you are looking for:

This site is protected by reCAPTCHA and the Google Privacy Policy and Terms of Service apply.



"Customers love the website and being able to see how products will look in their homes. It's earned us a lot of loyal customers."

Amanda Hicks
Controller, Summit Flooring Group

The results

Summit Flooring has seen a significant uplift in website traffic, and nearly half of all visitors click through to the site through organic search. The Summit Flooring website now ranks number one for several local searches with the search term “near me”, including “hardwood flooring”, “tile”, “flooring supply”, “vinyl flooring” and “carpet store.”

“We’re seeing much more traffic compared to our old website,” said Hicks.

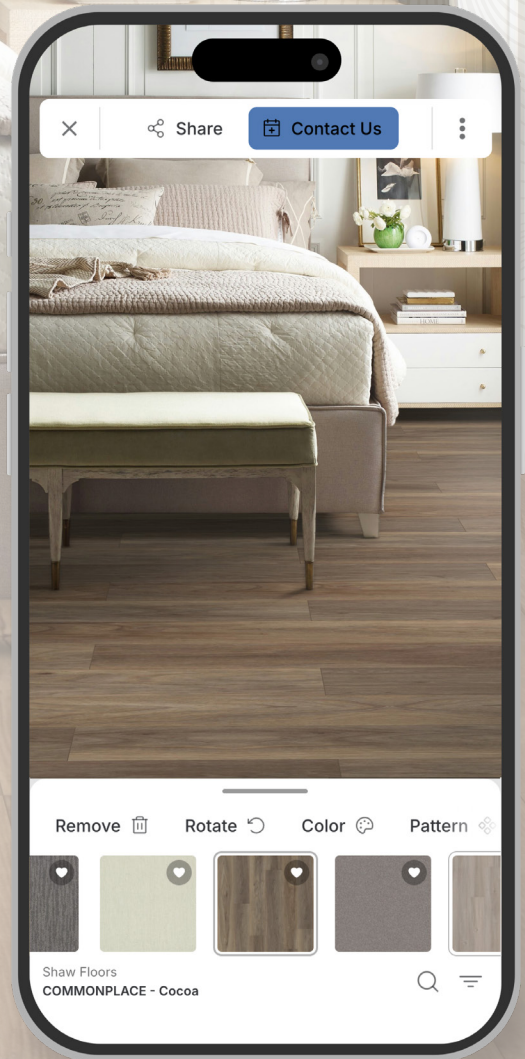
Roomvo is helping Summit build on that success, continually optimizing SEO to help attract more visitors to the website. In the last six months, these efforts have delivered a 46% increase in impressions and clicks from Google search.

With increased website traffic and an improved shopping experience, Summit has seen a significant uplift in shoppers visiting the showroom after discovering the brand online.

“A lot of shoppers come into our showroom and talk about the products they’ve seen on our website,” said Hicks. “We also use the website and visualizer in person to filter and browse through different products.”

Summit has seen an increase in customer loyalty too, with more and more customers returning for repeat purchases.

“Customers love the website and being able to see how products will look in their homes,” said Hicks. “It’s earned us a lot of loyal customers.”



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Amanda Hicks
Controller, Summit Flooring Group

roomvo

Roomvo creates the frictionless shopping experience that customers crave — online and in-store. Our state-of-the-art room visualization platform lets customers preview your products in their own homes, creating a highly immersive, realistic shopping experience that moves shoppers from inspiration to purchase, quickly.