

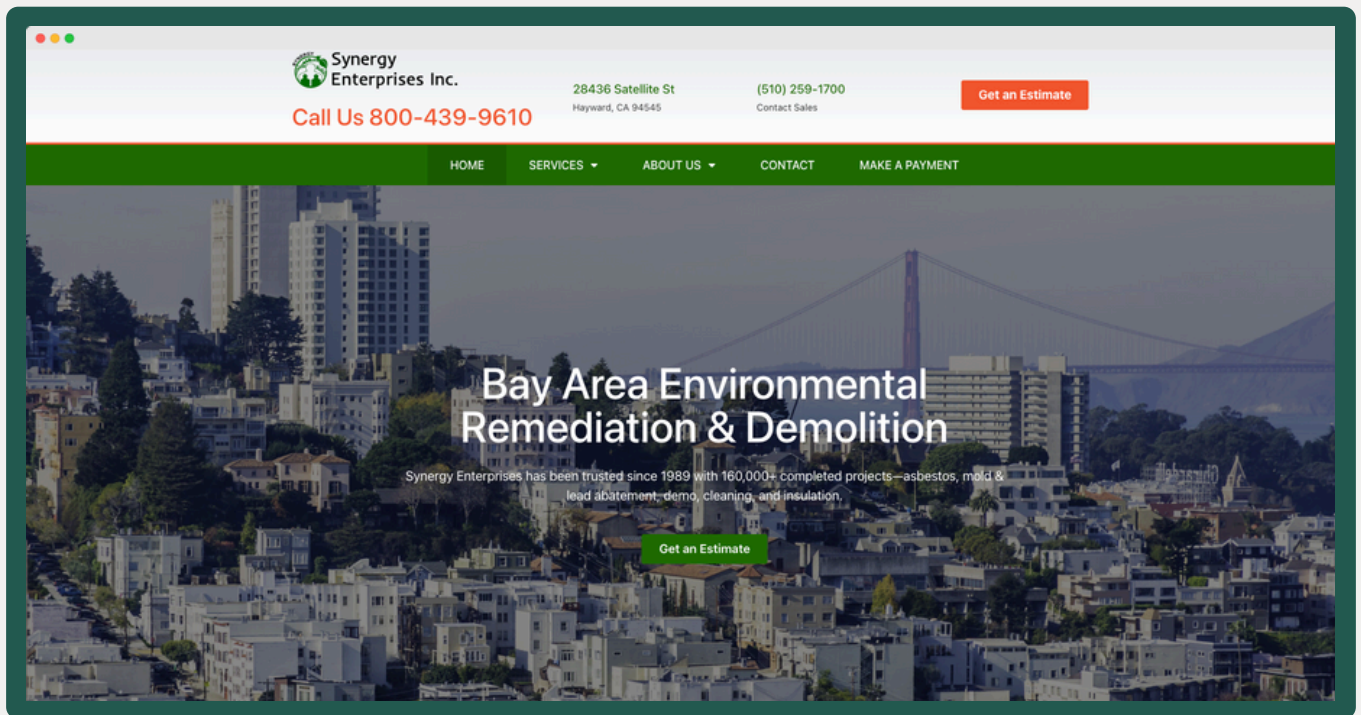


# How Synergy Enterprises Generated \$3M in New Business With Tenaya360

By Jack Jorgensen,  
Owner of Tenaya360

# Synergy Enterprises

When Synergy Enterprises came to us, they had no online visibility — an outdated site, weak search rankings, and just 45 reviews. Two years later, they've generated over \$3M+ in new business from Google Search. Here's how we helped them dominate their market.



## How We Help Contractors

Website Management & Support

Search Engine Optimization

Lead Generating Websites

Technical Infrastructure

Branding & Design

Website Hosting



# From the Synergy Team

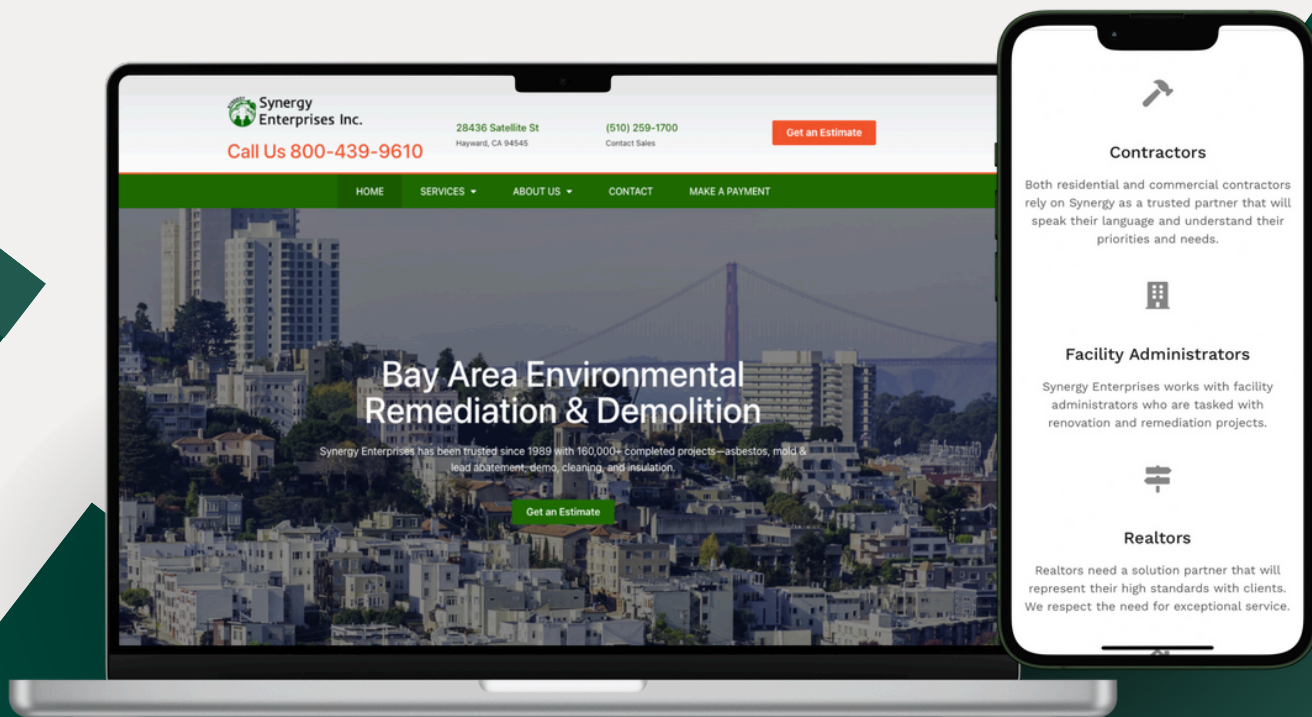


In two years of working together, Synergy has increased their revenue by more than \$3,000,000, generating new business online instead of relying simply on business by referral.

Working with Tenaya360 has been a great experience. Right from the start, they understood exactly what we wanted and brought our ideas to life with a complete website makeover. It now looks like the best in our industry.

On top of that, we've seen strong growth and a noticeable increase in organic leads thanks to their SEO management. They made the whole process easy, and we're especially happy with how our Google reviews have taken off.

— Lillian, Synergy Team



# Our Approach



## Improve Website Look, Feel & Usability

We redesigned Synergy's outdated site into a clean, mobile-friendly experience that reflects their professionalism. Clear messaging, bold calls-to-action, and a structure built to convert made the site a powerful sales tool — not just a brochure.



## Launch Organic Search & Ads Campaign

We kicked off a two-pronged strategy:

- **SEO:** We optimized their homepage and Google Business Profile to rank for “asbestos abatement” in their service area — without building multiple location pages.
- **Google Ads:** Our tightly managed campaign drove ready-to-hire searchers to the site, generating consistent, affordable leads month after month.



## Drive Leads to the Website, Convert

With traffic flowing in, we made sure the website did its job: convert. We tracked user behavior, refined messaging, and added trust signals like certifications and testimonials. The result? More calls, more form submissions, more booked jobs.



## Improve Online Presence & Reviews

Reputation sells — especially in trades. We implemented a review generation system that helped Synergy go from 45 reviews and a 3.8 rating to 285+ reviews with a 4.7-star rating. That credibility boosted both referral trust and local SEO performance.

# Our Results



**+215 Google reviews**



**From 3.8 to 4.7 stars**



**800+ organic  
visits/month**



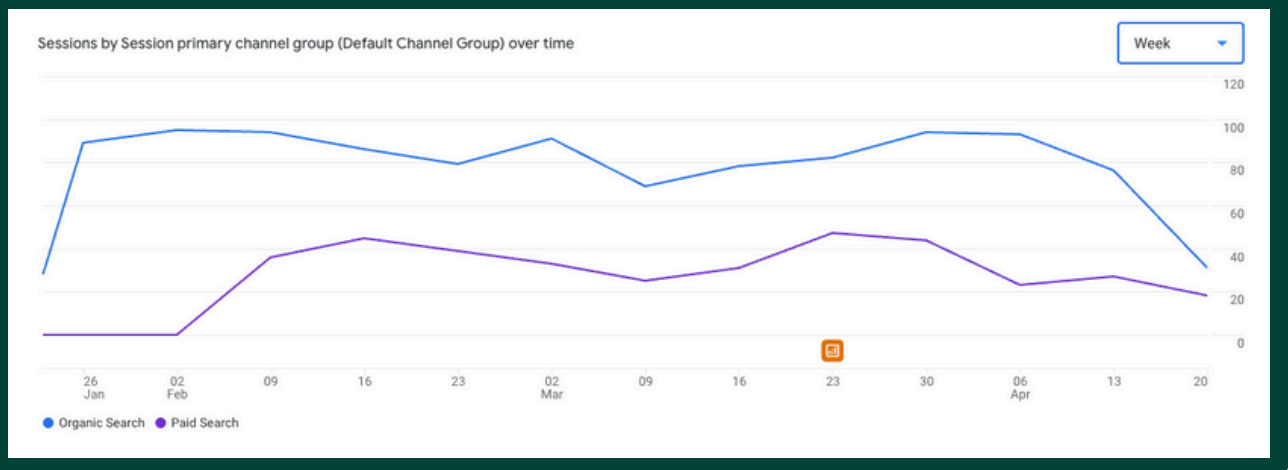
**27+ qualified  
leads/MO. via ads**



**\$3M+ new revenue  
generated**

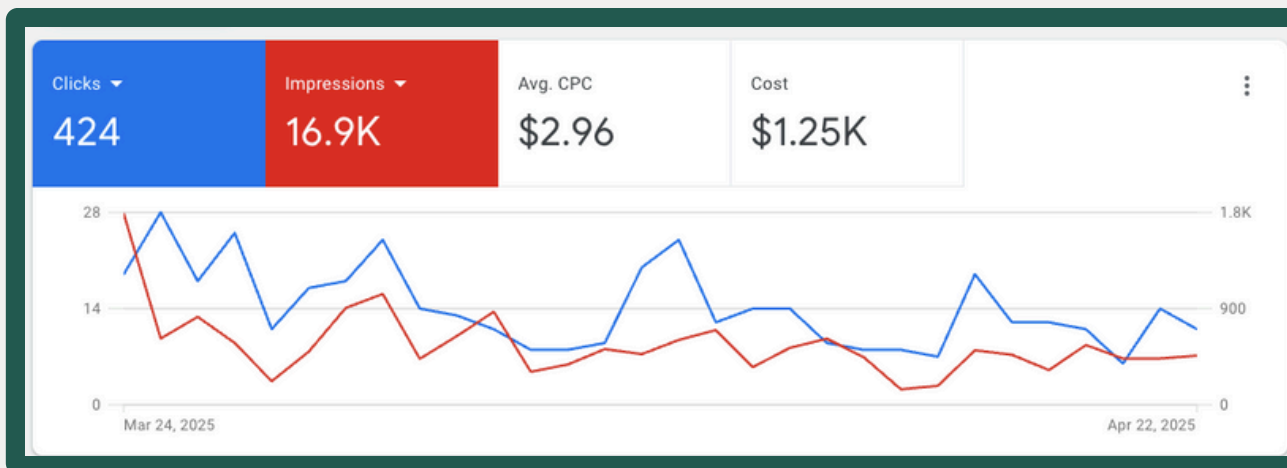


# Traffic Stats



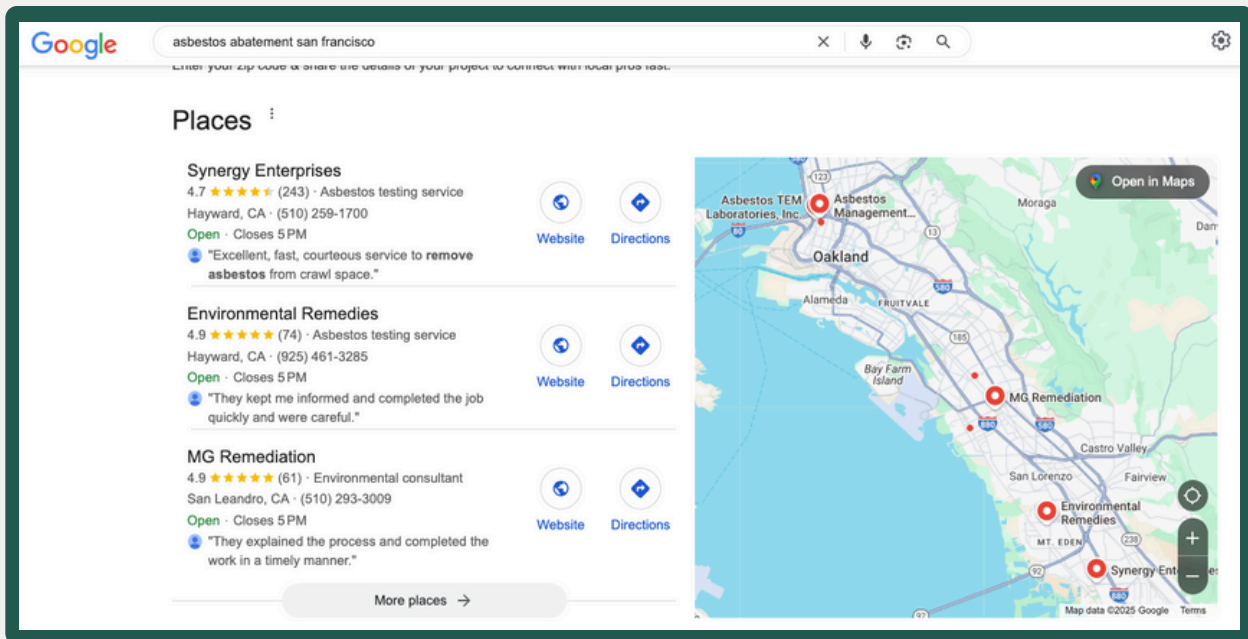
By focusing our efforts on an organic search strategy, we've been able to generate leads naturally and reduce our Google Ads spending.

SEO outcompetes Paid Search Traffic by 2.5x, resulting in 800+ site visits per month from organic search.



Paid ADs campaign on Google generates 424 clicks per month with 27 qualified leads at an average \$46 lead cost. Lead conversion hovers around 25-30% per month from search generated traffic.

# Google Business Profile Results



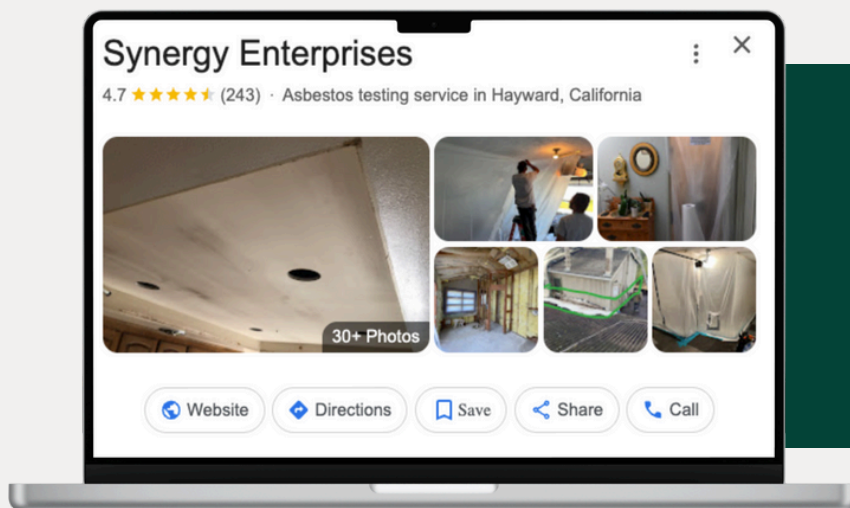
Now ranking in the top 3 for 'asbestos abatement San Francisco,' Synergy Enterprises jumped from 45 reviews to over 285, boosted their Google rating to 4.7 stars, and now outranks the competition — all without location pages.

## Before Working with Tenaya360

- Outdated website (built in early 2000s)
- Only 45 reviews, 3.8-star rating
- No search visibility
- 100% reliant on referrals
- Low conversion, few online inquiries

## After Working with Tenaya360

- Modern, mobile-friendly website
- 285+ reviews, 4.7-star rating
- Top 3 in Google for "asbestos abatement San Francisco"
- \$3M+ in revenue from online leads
- 27+ qualified leads/month via Google Ads



Before working with Tenaya360, Synergy Enterprises had an outdated, non-mobile-friendly website built in the early 2000s — and it wasn't bringing in any business.

Now, they're ranking in the top 3 for their key search terms — and that's without even using location-based pages. This growth came from smart Google Business optimization, targeted homepage SEO, and well-managed Google Ads.

**Want Results Like This? Let's build your lead-gen machine.**

# About Us

I started Tenaya360 from my high school classroom in 2016 with one mission: to help small businesses—especially those in the trades—navigate the digital world and grow with confidence. As the son of small business owners, I understand the grind of digital growth and what's at stake. Since I was 15, I've helped over 200 clients build better websites, rank higher on Google, and turn clicks into customers. Today, Tenaya360 is laser-focused on supporting trades and construction pros who want a website that works as hard as they do.



## Schedule a call with Jack

Let's talk about how we can help your business generate leads, get found online, and become the go-to provider in your industry.

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