



WEBSITE · CRM · FOLLOW-UP · PHONE AGENT · SEO/AEO · GOOGLE ADS

LUXE SHUTTERS

**One marketing system. One back office.
No more deals left on the table.**

Chris and Campbell still measure and fit every job themselves. What used to run on memory and guesswork - missed calls, cold quotes, an unmanaged website, and Google Ads nobody was optimizing - now runs on one system. Here's what changed, and the first numbers from it.

2×

ORGANIC SEARCH
IMPRESSIONS

\$65,386

QUOTED VALUE LINKED TO
THE CRM, FIRST SYNC

613

CONSENT-CHECKED TEXTS
SENT TO PAST CUSTOMERS

3

AD CAMPAIGNS DOING THE
JOB OF 36



01 · THE SITUATION

A GREAT INSTALLER, STILL BURIED IN ADMIN

Luxe Shutters sells and installs plantation shutters, roller blinds, curtains, awnings and outdoor screens out of Temora, a two-hour drive from anywhere big. Chris and Campbell do the measure, the quote and the install personally, across Wagga Wagga, Griffith, Young, Cootamundra and the towns between. The work was great. **The business around the work was held together by hand.**

The website was a template with the previous builder's sample content still in it. Every quote meant opening three supplier price workbooks, finding the right cell for each window, and typing it into Xero. Calls that came in while both owners were up a ladder went to voicemail. Once a quote went out, nothing followed it up unless someone remembered.

"Sometimes we'd write down an email address wrong - you miss an underscore, you do something silly - and then a month later the client's like, 'hey, we're still waiting for that quote.'"

CHRIS, DIRECTOR, LUXE SHUTTERS

The ad account told the same story. The previous agency's own report for April 2026 showed eighteen campaigns, 77% of the money going to banner ads, and a conversion goal that counted a page view as a result.

WHERE LUXE SHUTTERS STARTED, APRIL 2026

18AD CAMPAIGNS
RUNNING**77%**OF SPEND ON DISPLAY
BANNERS**\$948**PER RECORDED
CONVERSION**2**CONVERSIONS IN 26
DAYS**2**FORM STARTS IN 26
DAYS

Source: the previous agency's own advertising summary for 1 to 26 April 2026, and the account audit that followed.

THE BRIEF

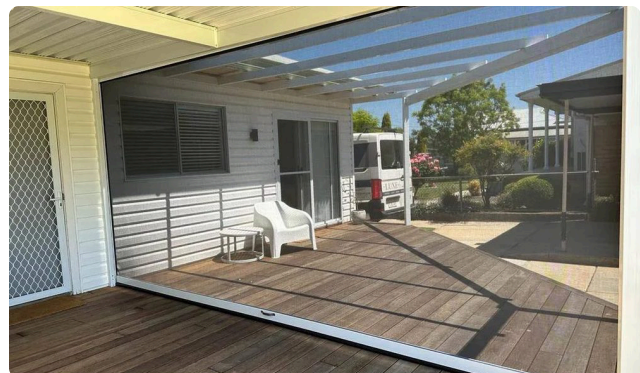
One system, owned by the business, that catches every enquiry, keeps a quote from going cold, and can tell the owners which marketing dollar produced which job. Built around how Chris and Campbell already work, from a phone, in a truck, between jobs.

"With the AI revolution that's here right now, we needed a team behind us that could help us integrate more efficiencies into our business."

CHRIS, DIRECTOR, LUXE SHUTTERS



Outdoor screens, Riverina. Client's own job photo.



Pergola screens. Client's own job photo.

02 · WHAT CHANGED

SIX THINGS RAN ON MEMORY AND GOODWILL

Each one now runs on a rule the business owns.

BEFORE	TODAY
✗ A template website with the previous builder's leftovers still in it	✓ A site built for this business: 66 blog articles, 16 town pages, 8 service pages, search score 100 on all 7 pages audited
✗ 1,598 contacts and 458 past jobs' worth of history split across inboxes and memory	✓ One CRM record for every customer, with their job history attached
✗ Calls missed while the owners were on a ladder	✓ A phone agent that answers, logs the enquiry, and greets returning customers by name
✗ No follow-up once a quote went out	✓ Day 3 email, day 6 text, day 11 call task, automatically
✗ Ads optimizing toward page views, 77% of spend on banners	✓ 3 campaigns, each with one clear job, and the quoted dollar value reported back to Google
✗ A customer base nobody had written to	✓ 613 consent-checked texts to past customers, 1.3% opted out

SEVEN DATES THAT MATTERED

29 MAR	4 APR	6 MAY	21 MAY	15 JUN	10 JUL	12 AUG
Engagement starts CRM, follow-up and lead capture scoped in the first week.	Site off the template host DNS, security headers and search basics rebuilt.	New website live 22 routes, zero console errors, same-day forms into the CRM.	Search rebuild and web chat Indexable pages 15 to 32. Max starts answering on the site.	Phone agent recognizes customers Sarah looks the caller up before she says hello.	Google Ads rebuilt The old set retired, 2 search campaigns built from real search data.	Measurement chain live Click ID into the CRM, quote value back to Google.

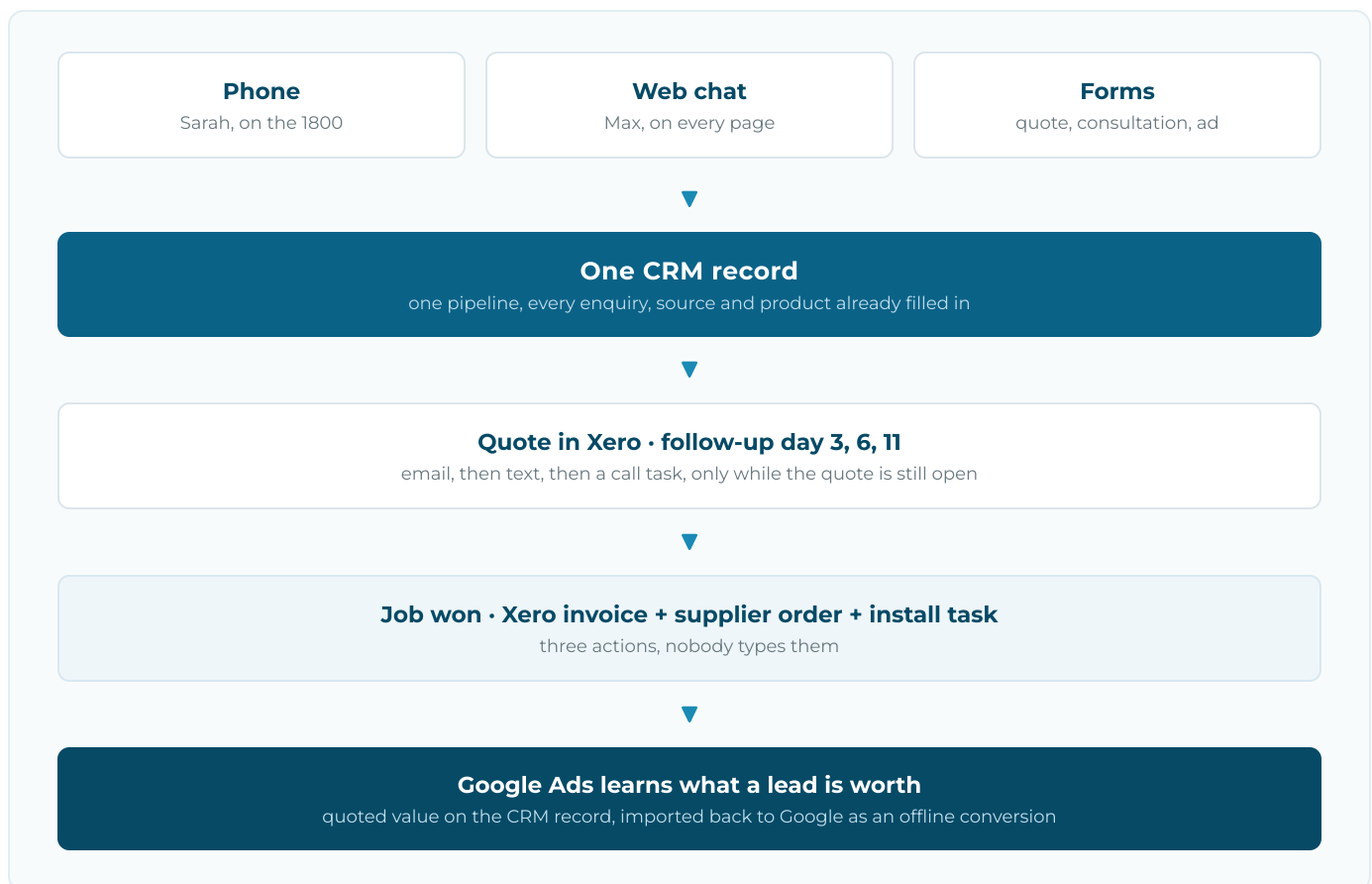
What did not change is the part customers care about. Chris and Campbell still turn up, measure, and fit.

The system took over everything that used to happen in the evenings.

03 · THE SYSTEM

EVERY ENQUIRY TAKES THE SAME ROAD

Whether a customer rings the 1800 number at 7pm, types into the chat on the website with Max, the AI web chat agent, or fills in the quote form from a Google ad, the result is the same: one record in one CRM, with the source, the product and the timeframe already filled in.



1,598 The customer base

Contacts migrated in, with 458 past jobs, so the history came with them.

3 The follow-up cadence

Day 3 email, day 6 text, day 11 call task, automatically.

1 One front door

Phone, web chat and every form land in the same CRM record.

3 The back office

The Xero invoice, the supplier order and the install task fire without anyone typing them.

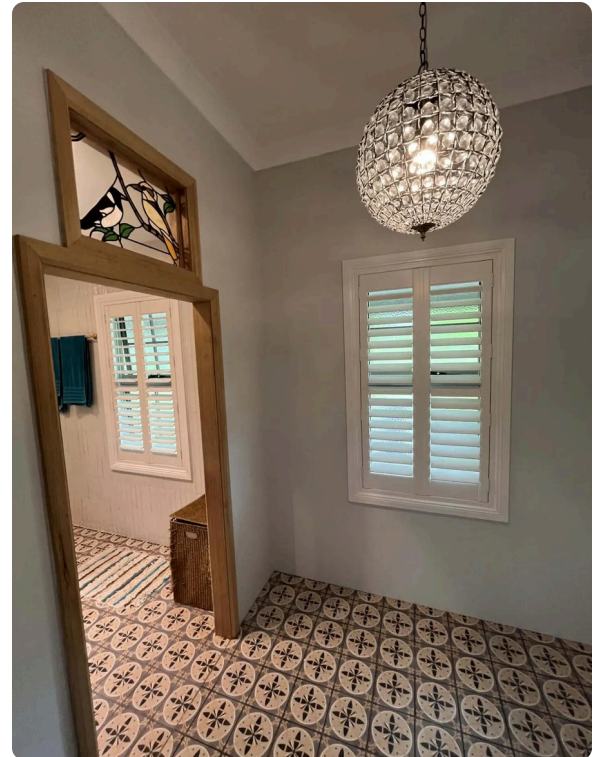
04 · THE QUOTE FOLLOW-UP SYSTEM

NO QUOTE GOES COLD ON ITS OWN

Chris still prices every quote by hand from the supplier lists, one window at a time, the way he always has. Once he moves the job to "Quote requested" in Xero, **the system takes over everything that happens after.**

"I knew we were leaving dollars on the table as we'd put quotes out there... if we close an extra sale or two a month, that's pretty huge within our business, over a cumulative effect."

CHRIS, DIRECTOR, LUXE SHUTTERS



Plantation shutters, measured and fitted by the owners. Client's own job photo.

WHAT HAPPENS AFTER THE QUOTE GOES OUT

DAY 3, 6, 11

FOLLOW-UP RUNS ITSELF

An email on day three, a text on day six, and a call task for Chris on day eleven, only while the quote is still open.

JOB WON

THREE ACTIONS, NO TYPING

The Xero invoice, the supplier order and the install task are created the moment the job moves to Won.

EVERY HOUR

VALUE STAYS IN SYNC

The quote total in Xero is written onto the CRM opportunity, so the pipeline shows real dollars.

\$65,386

Quote value written into the CRM on the first sync, across 10 open opportunities. A further **\$39,570** was stamped automatically across 33 new enquiries in the 16 days to 3 September.

05 · EVERY CALL ANSWERED

EVERY CALL ANSWERED, EVERY PAST CUSTOMER CONTACTED

PHONE, AUTOMATED

SARAH ANSWERS THE 1800 NUMBER

She takes the enquiry, asks the product, the suburb and the timeframe, and logs it. Since June she looks the caller up first, so a returning customer is greeted by name.

WEB CHAT, AUTOMATED

MAX ANSWERS ON EVERY PAGE

Visitors ask about shutters, blinds or curtains and get a real answer. When someone wants a quote, Max collects the details mid-conversation.

"Even if someone doesn't leave a message, their number is captured and goes straight into our CRM... Sarah lets us capture leads when we're at home with our kids."

CHRIS, DIRECTOR, LUXE SHUTTERS

47 / 100

Of the last 100 opportunities in the CRM at the July audit, **47 had been logged by Sarah.**

TEXT CAMPAIGN TO PAST CUSTOMERS

613

TEXTS SENT, EVERY ONE CONSENT-CHECKED

1.3%

OPTED OUT ACROSS THE PROGRAM

1 IN 10

REPLIED TO THE FIRST MESSAGE

24 JUL

A thank-you for the business's fourth birthday with a \$50 offer. 310 of 310 eligible customers reached, 33 replies.

19 AUG

A referral ask, sent in small batches over two hours. About 303 texts, three referrals named by return text.

REVIEWS

5.0 ON GOOGLE

Shown above the fold on every service page, so the proof is on the page the ads land on.

AUTOMATIC

Review request three days after install

Once a job is marked complete, the customer gets one text with the review link. Nobody has to remember to ask.

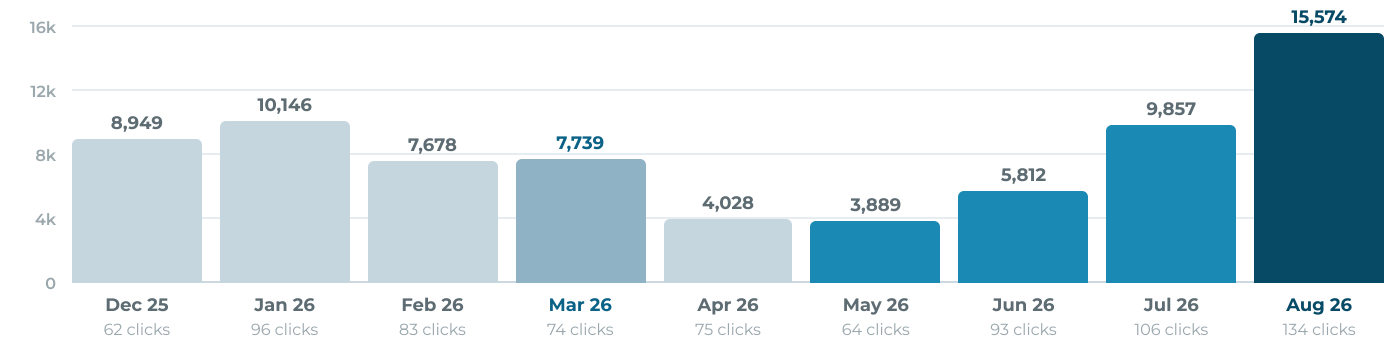
06 · A SITE THAT RANKS

ORGANIC SEARCH IMPRESSIONS 2X BY AUGUST

The site is what the ads and the phone agent point at, so it had to be fast and findable first. Rebuilt in May, then filled: **66 blog articles, 16 town pages and 8 service pages**, each answering something people in Wagga Wagga, Griffith, Young, Cootamundra and the towns between actually search for. Two new articles go out every week, feeding both traditional SEO and AEO - the growing share of search that now happens inside AI answers like ChatGPT and Google's AI Overviews.

GOOGLE SEARCH IMPRESSIONS PER MONTH

Search Console · Bars are impressions; clicks below each month.



■ Mar 26 baseline · engagement starts 29 Mar ■ May: new site, search rebuild ■ Aug 26 · highest of the nine months

Source: Google Search Console for luxeshutters.com.au, daily rows summed by month, read 6 September 2026. March 2026, the month the engagement began on the 29th, is the baseline: 7,739 impressions and 74 clicks. The site moved hosts in April and the page set changed from 15 to 32 URLs in May, so impressions reset before they compounded.

Search score 100

Lighthouse mobile SEO on all 7 audited pages.

Performance 96 to 99

Largest paint 2.0 to 2.6 s on mobile.

15 to 32

Indexable pages before and after the May rebuild.

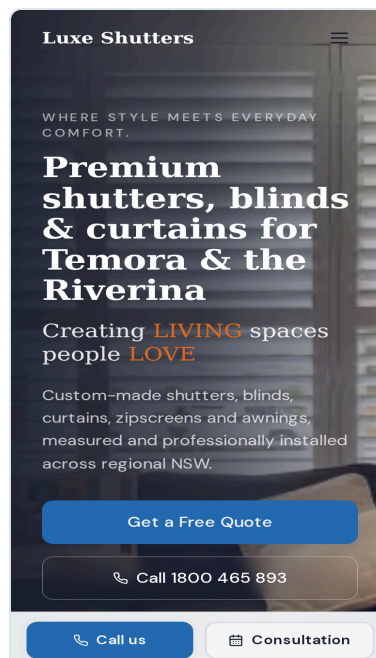
90 pages live

66 blog articles, 16 town pages and 8 service pages on the site today.

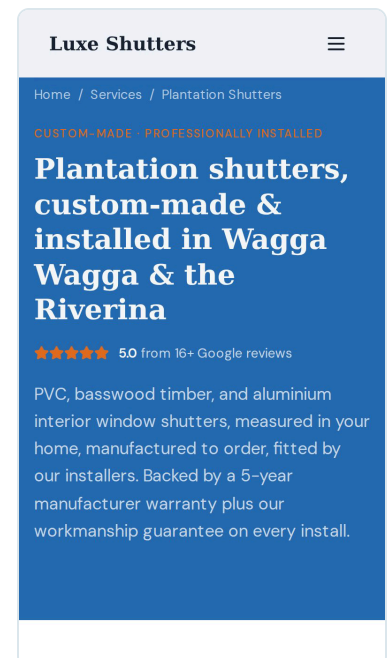
Page one

"shutters wagga" at position 5 on 25 August.

▶ WATCH THE BEFORE & AFTER →



Mobile home page: call and consultation buttons stay pinned as you scroll.



A service page, where the search ads land, with the 5.0 rating above the fold.

07 · ADS REBUILT AROUND INTENT

36 CAMPAIGNS BECAME 3, AND MEASURED

April's report showed eighteen active campaigns; by July the account held thirty-six, most spending a few dollars a week. The old set was retired at the July cutover and replaced with two search campaigns built from real search data, plus Performance Max added in August.

"Google AdWords in the last two months specifically has really dialed in... now we're seeing consistent leads each week, and that's probably one of the most important parts for us as a business."

CHRIS, DIRECTOR, LUXE SHUTTERS

	BEFORE THE REBUILD (TO 10 JULY)	TODAY
Campaigns	36, most spending a few dollars a week	3, each with a clear job
Where the money went	77% to display banners (April report)	Search and Performance Max; standalone banner campaigns, about \$1,300 a month, are gone
What counted as a win	A page view	Calls and enquiry forms, with the quoted value from Xero reported alongside
Coverage	Town names typed into keywords	18 towns by location targeting, 114 blocked search terms
Budget discipline	Unmeasured	August closed at \$1,450.94 inside the \$1,500 cap

THE MEASUREMENT CHAIN, LIVE SINCE 12 AUGUST

1

Tag manager

Calls and form sends fire as events on the site.

2

Click ID stored

The Google click ID rides with the enquiry into the CRM.

3

Quote value synced

Every hour, the Xero quote total is written onto the opportunity.

4

Back to Google

Quoted value imports as an offline conversion.

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Quote value written into the CRM on the first sync, across 10 open opportunities.

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Quote value stamped automatically across 33 new enquiries in the 16 days to 3 September.

08 · IN CHRIS'S OWN WORDS

"NOW I JUST KNOW NO MATTER WHAT, IT'S CAPTURED SOMEWHERE... I KNOW AS A BUSINESS WE'VE DONE OUR BEST TO CAPTURE THAT DATA, GET BACK TO SOMEONE, AND OFFER OUR SERVICE."

CHRIS, DIRECTOR, LUXE SHUTTERS

[▶ WATCH THE FULL INTERVIEW →](#)

"Your back-end team's ability to not take any feedback personally, just to see it as pure feedback in order to optimize the system, has been great."

"We feel as though we've got to be in the top five to ten percent of businesses in our industry taking these steps to future-proof our business."

"The part that I really do enjoy is the continuous improvement piece... if we're in the field and see something that isn't quite working, we can bring it to the table and a solution's gonna be found."

09 · KEY OUTCOMES

ONE SYSTEM, OWNED BY THE BUSINESS

Chris and Campbell still measure and fit every job, and Chris still prices each quote by hand from the supplier lists - that part hasn't changed yet. What has changed is everything downstream: the quote lands in the CRM the moment it's sent, the follow-up runs without anyone remembering to, the call gets answered, and Google is told what a lead is actually worth. **Every part of it runs in their accounts, not ours.**

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Book a strategy session · kreel@blueoceansolutions.ai

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