CASE STUDY

# RENFROE OUTDOOR ADVERTISING

*Rebuilding the Digital Presence for a 40 Year OOH Brand Entering Its Next Chapter*

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| **INDUSTRY**<br>Out of Home Advertising, Static & Digital Billboards | **ENGAGEMENT**<br>Website Build, SEO & Digital Management |
| **CLIENT SINCE**<br>October 2025 \| Active | **MARKET**<br>Atlanta, GA, Alabama, Florida Panhandle |

## THE CHALLENGE

Renfroe Outdoor Advertising has 40+ years of history in the out of home advertising industry. Founded in Macon, Georgia following the sale of its predecessor Outdoor West, Renfroe built a strong track record as a locally owned billboard operator with deep community relationships and a growing inventory of high visibility locations across the coastal Southeast.

The company recently entered a new chapter, relaunching with a strategic focus on Atlanta, Alabama, and the Florida Panhandle, bringing new billboard faces to bear across some of the Southeast's highest traffic corridors and growth markets. The relaunch was a significant business move. The digital infrastructure to support it wasn't there.

Renfroe's online presence didn't reflect the strength of the brand, the depth of the inventory, or the credibility of a company with decades of proven experience. Potential advertisers searching for billboard inventory in Atlanta, Alabama, or the Panhandle had no compelling digital front door to walk through. The site's structure didn't showcase markets, didn't drive advertiser inquiries, and wasn't built to compete in local search.

Shaun Chambers engaged Graviss Marketing to build a website that matched the ambition of the relaunch and establish the search presence needed to put Renfroe Outdoor in front of advertisers actively looking for inventory in its markets.

## THE APPROACH

Graviss Marketing was engaged to design, build, and launch a full custom website for Renfroe Outdoor and to manage SEO and digital performance on an ongoing basis after launch.

### Custom Website Build

A full WordPress build, mobile responsive, inventory focused, and designed to reflect a refreshed and professional Renfroe Outdoor brand. The site was structured around the markets Renfroe serves: Atlanta, Alabama, and the Florida Panhandle, with dedicated sections for billboard inventory,

market coverage, advertiser inquiry forms (Request a Quote and Advertise With Us), company history, and the team's 40+ years of industry expertise.

### SEO and AI Optimization Foundation

A comprehensive keyword strategy was built targeting billboard advertising search terms in Renfroe's active markets, including Atlanta specific phrases, Alabama OOH search queries, and Florida Panhandle billboard keywords. On page SEO was implemented across metadata, internal links, structured data, and schema markup. AI Optimization was configured to improve Renfroe's discoverability across AI driven search platforms including ChatGPT, Gemini, and Perplexity, a forward looking layer on top of traditional SEO.

### Analytics and Tracking Setup

Google Analytics 4 and Meta Pixel were integrated for data tracking and retargeting capability. Google Business Profile was set up and optimized for local and map based search visibility across Renfroe's primary markets.

### Ongoing SEO Management

Following launch, Graviss Marketing managed monthly SEO and AI optimization performance, tracking keyword rankings, delivering performance reports, and implementing continuous optimization. Monthly strategy reviews with the Renfroe team ensured the approach remained aligned with the business's market priorities.

## WHAT SHAUN SAID

Shaun Chambers, responding to Graviss Marketing's February 2026 SEO performance report, said:

> *“Great to see the drastic improvements in Google search page and positioning!”*
>
> **Shaun Chambers, Renfroe Outdoor Advertising | Direct Email, March 2026**

## ONGOING PARTNERSHIP

Renfroe Outdoor remains an active Graviss Marketing client. The engagement has evolved since the original agreement, with the website serving as the company's primary digital asset for attracting advertisers and communicating inventory across the Atlanta, Alabama, and Florida Panhandle markets. Graviss Marketing continues to provide website management and maintenance on an ongoing basis, ensuring the site remains secure, current, and fully operational as Renfroe Outdoor continues to grow its Southeast footprint.

## THE OUTCOME

Renfroe Outdoor launched its new chapter with a digital presence worthy of a 40 year brand entering a competitive set of new markets. The website communicates the company's inventory depth,

market reach, and industry experience with the professionalism that advertisers expect from a serious OOH partner.

Within months of launch, Shaun Chambers confirmed the SEO work was delivering on its objectives, noting drastic improvements in Google search page and positioning. The site gives Renfroe Outdoor a platform to capture advertiser demand across Atlanta, Alabama, and the Florida Panhandle, markets the company is building for the long term.

For a family rooted OOH operator with decades of experience and a clear vision for the next phase of growth, renfroeoutdoor.com is no longer the weakest link in the business. It is working.