



CASE STUDY 1:

OOLY

Issue: Organic traffic was declining post site migration.

Key Action Taken: Mapped broken legacy links to live URLs.

Organic Rankings Post Engagement: Core keywords improved rankings by 1,359 positions overall.



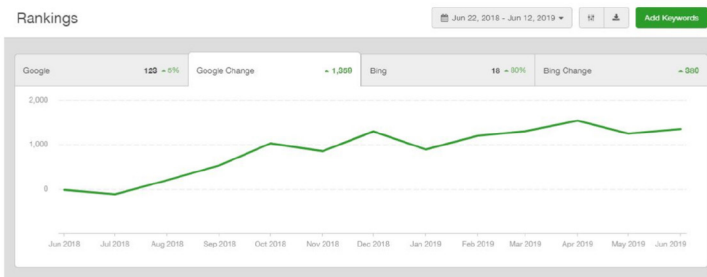
YOY Key Metrics

Organic Sessions: +66.37%

Transactions: +85.19%

Revenue: +137.09%

Rankings



CASE STUDY 2: SOUTHWEST MOTORS

Issue: None of local keywords were ranking on page 1 of Google. After a couple of months working on their campaign, we saw “hockey-sticklike” improvement in rankings and sessions.

Key Action Taken: Executed a custom, local digital PR campaign.

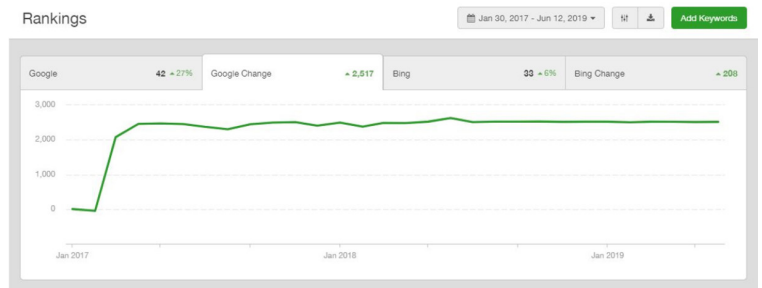
Organic Rankings Post Engagement: Core keywords improved rankings by 2,517 positions overall.

YOY Key Metrics

Organic Sessions: +87.42%

Transactions: +91.16%

Revenue: +177.21%





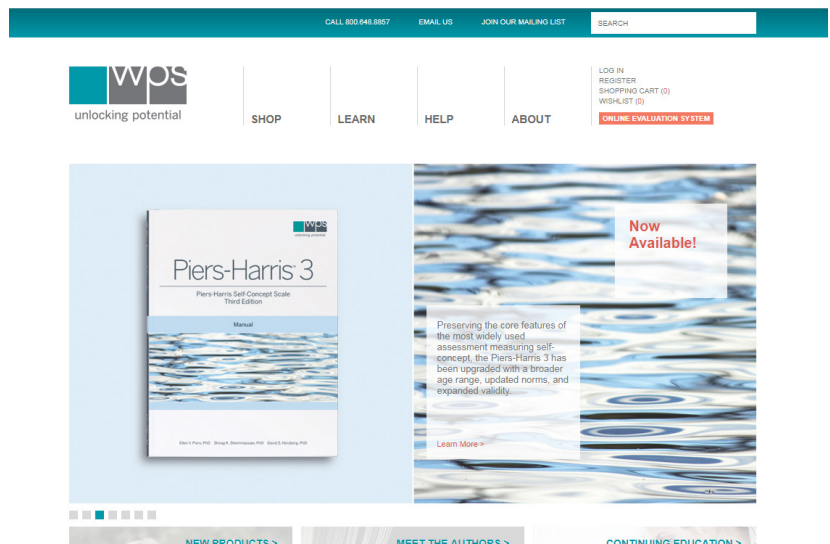
CASE STUDY 3:

WPS PUBLISH

Issue: Client wanted to increase YOY organic growth in all KPIs.

Key Action Taken: Fine tuned all technical onsite elements (canonicals, schema, page speed, etc.)

Organic Rankings Post Engagement: Core keywords improved rankings by 2,517 positions overall.



YOY Key Metrics

Organic Sessions: +27.73%
Transactions: +31.69%
Revenue: +31.21%

Rankings



CASE STUDY 4:

Eagle Creek

Issue: Too many 2nd page ranking "luggage" related keywords were not moving up to the first page. After a couple of months working on their campaign, we saw "hockey-sticklike" improvement in rankings and sessions.

Key Action Taken: Executed a custom, digital PR campaign.

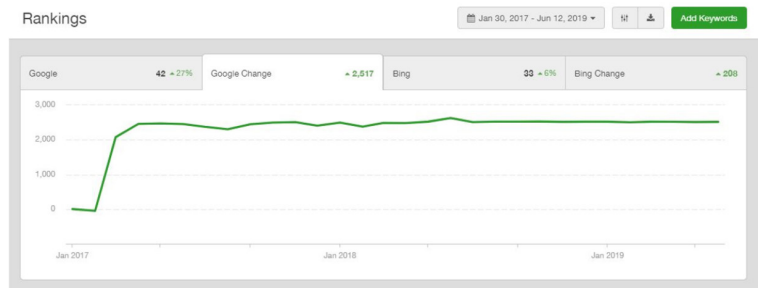
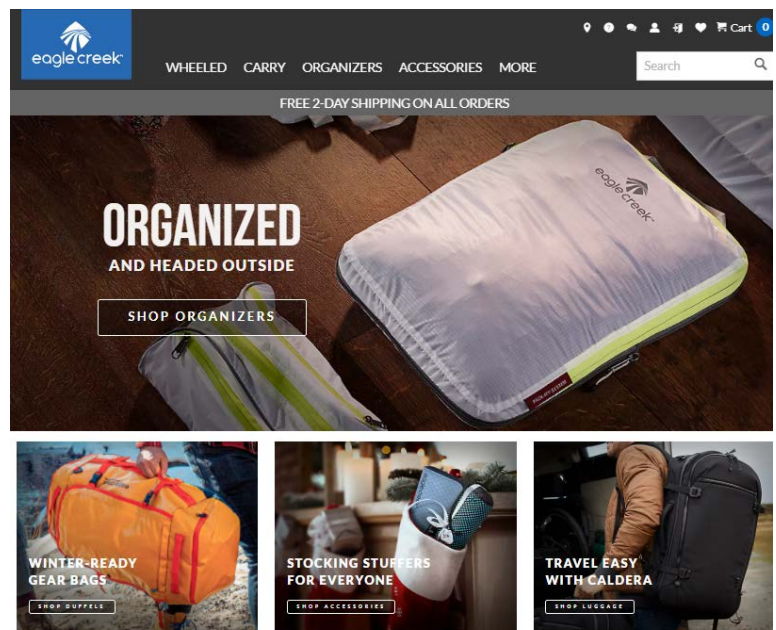
Organic Rankings Post Engagement: Core keywords improved rankings by 2,517 positions overall.

YOY Key Metrics

Organic Sessions: +66.37%

Transactions: +85.19%

Revenue: +137.09%





CASE STUDY 5:

Music Notes

Issue: Client wanted to increase YOY organic growth in all KPIs.

Key Action Taken: Fine tuned all technical onsite elements (canonicals, schema, page speed, etc.)

Organic Rankings Post Engagement: Core keywords improved rankings by 2,517 positions overall.



YOY Key Metrics

Organic Sessions: +27.73%

Transactions: +31.69%

Revenue: +31.21%

Rankings





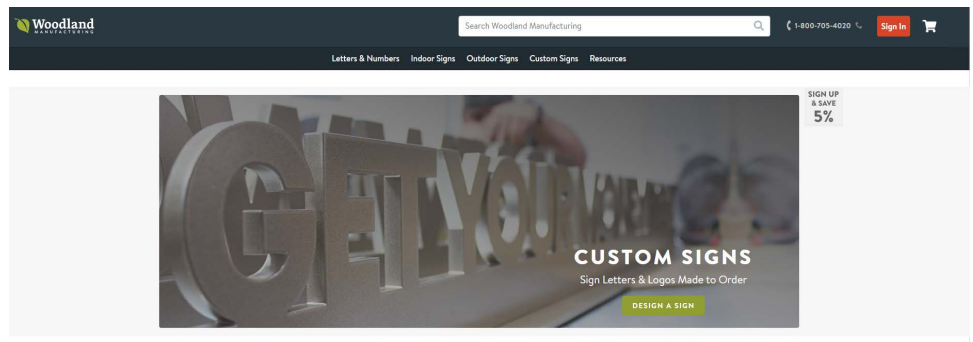
CASE STUDY 6: Woodland Manufacturing

Issue: Organic traffic was flat towards the end of 2016 and beginning of 2017

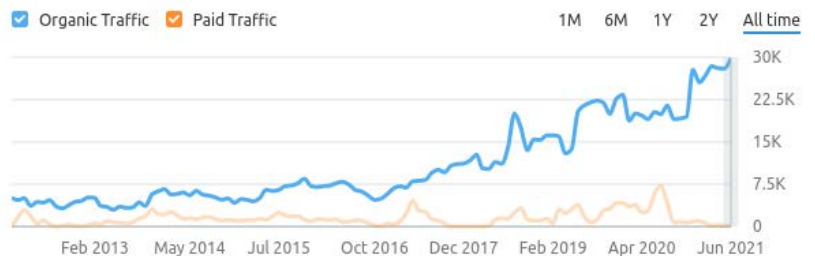
Key Action Taken: Optimized keyword optimization for category pages and increased organic traffic from around 8k sessions per month to 16k sessions by the end of engagement in 2018

Organic Rankings Post Engagement:

With the guidance provided the team was able to put in place an organic optimization process and have continued to grow ever since.



Organic Traffic 29,827/month



YOY Key Metrics

Organic Sessions: +100% YOY

Conversion Rate: +72.77%

Revenue: +87%



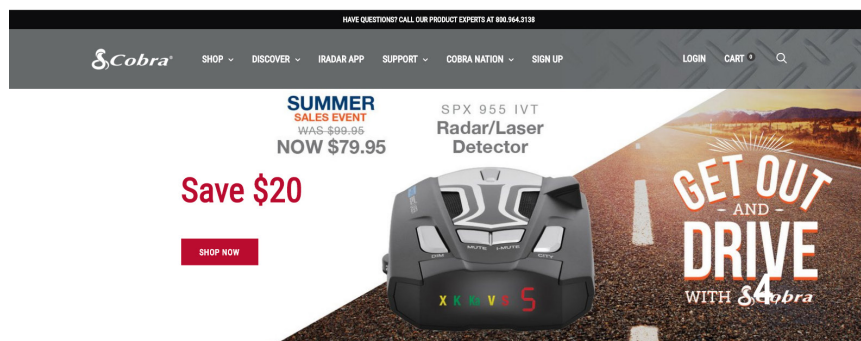
CASE STUDY 7:

COBRA

Issue: Conversions & revenue were on the decline YOY.

Key Action Taken: Performed landing page audit, removed poor performance pages. Implemented 301 re-directs for all “dead-weight” pages.

Organic Rankings Post Engagement: Core keywords improved rankings by 609 positions overall.



YOY Key Metrics

Organic Sessions: -16.69%
(dead-weight page removal)
Conversion Rate: +95.36%
Transactions: +62.76%
Revenue: +137.42%

Rankings





CASE STUDY 8:

Forms Workflow

Issue: The clients category pages were not indexable and attorney's clients could not find the forms they needed via Google Search

Key Action Taken: Built a fully indexable HTML Sitemap which allowed Google to Crawl all their pages and individual forms. Their Organic traffic grew from around 600 session per month in October of 2017 to over 4700 sessions by December of 2019

Organic Rankings Post Engagement: Core keywords improved rankings by 609 positions overall.

YOY Key Metrics

Organic Sessions: +780%

Lead Conversion : +82%

Organic Revenue: +215%

