

SEARCH ENGINE OPTIMIZATION

PRICING:

Features	Basic Plan	Aggressive Plan	Market Leader
Price	USD 499/Month	USD 599/Month	USD 799/Month
Number of keyphrases optimized (Keyphrases with less than 1M results)	Up to 15	Up to 25	Up to 40
Keyphrase research and selection	✓	✓	✓
Meta tags (Title & description)	✓	✓	✓
Optimization of robots.txt & GoogleBot crawls	✓	✓	✓
Creation & registrations of sitemap.xml	✓	✓	✓
Guest Posting	4	6	8
Google My Business optimization	✓	✓	✓
Mobile site optimization (if applicable)	✓	✓	✓
Google Analytics setup w/ conversion tracking	✓	✓	✓
Google Analytics traffic analysis	✓	✓	✓
Local search optimization	✓	✓	✓
Setup of website sitemap	✓	✓	✓
Image optimization	X	✓	✓

Link redirect audit	X	X	✓
Custom 404 error page setup and optimization	X	X	✓
Schema HTML tags	✓	✓	✓
Canonicalization analysis & domain unification	✓	✓	✓
Quarterly web page freshness updates	X	X	✓
Initial link analysis and disavow	X	X	✓
Ongoing monthly ROI, traffic, & goal reporting	X	✓	✓
Canonicalization analysis	X	✓	✓
Internal linking restructuring & optimization	X	X	✓
Header Tags Optimized (Ex. H1s)	✓	✓	✓
Duplicate content analysis	✓	✓	✓
Keyword rank checker access with weekly updates (if requested)	✓	✓	✓
Universal SEO (Video, Maps, Images, News)	X	X	✓
Directory Submissions	10	20	30
Social Bookmarking	10	15	25
Guest Blog Posts	1	2	4
Article Writing (based on your business/products)	1	2	3
Article Submissions	3	6	10
Web2.0 Profile creation	5	10	15
Classified Submission	5	10	15
Blog Publishing	X	1	2

Blog Posting	X	1	2
Blog Submissions	X	10	20
Video and image xml sitemaps	X	✓	✓
Searcher experience analysis (long-clicks, pogo-sticking, bounce rate, etc.)	X	✓	✓
Website conversion analysis implementation	Custom	Custom	Custom
Keyphrases on 1st page results of Google (1 year commitment)	4	10	20
Initial campaign investment: (duration ?? -	Minimum 4 Months to show you some genuine results.	Minimum 3 Months to show you some genuine results.	Minimum 3 Months to show you some genuine results.

SEO Case Studies:

<https://ikigaifilm.com.au>

At Ikigai Film Lab, they stock the best film products from around the world and offer a professional processing and scanning service to help you achieve the look and quality you shoot film for.

They process 35mm and 120 C-41, black and white, and E-6 film all in-house.

Brand has the only store that exclusively sells products that support the industry and current manufacturers of film.

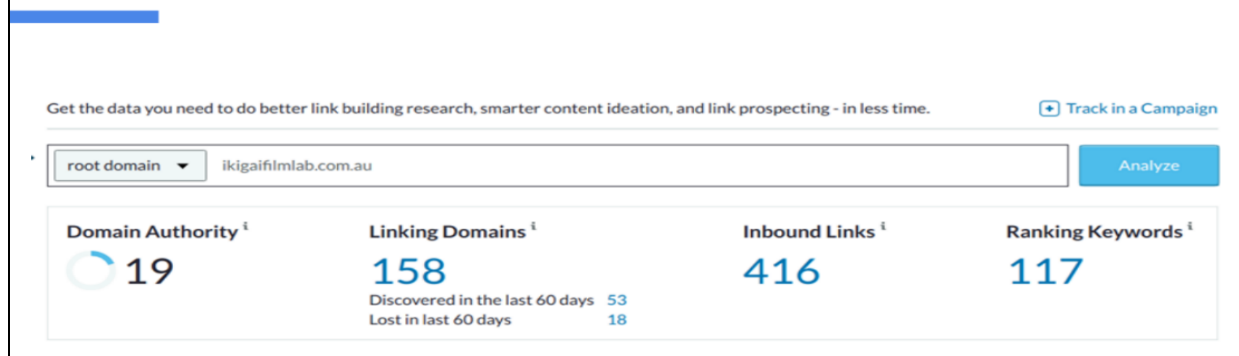
Results:



Domain Authority (In January 2023)



Current Domain Authority (In May 2023)



Backlinks Report

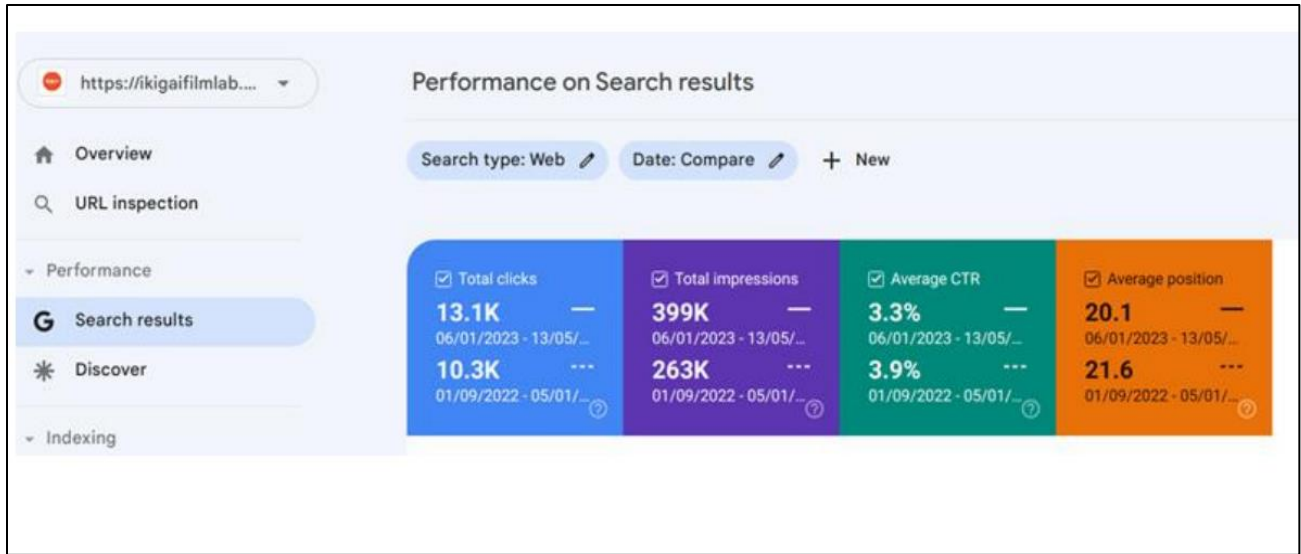
Referring IPs: 253

Form: <1% 2 | Sponsored: 0% 0 | Frame: 0% 0 | UGC: <1% 6

Backlinks 1 - 100 (1,556)

Filters: All Active New Lost Jan 6 - May 15, 2023 All Follow Nofollow Sponsored UGC Links per ref. domain All 1 3 10

Page AS [?]	Source page Title and URL	Ext. Links	Int. Links	Anchor and Target URL	First Seen [?]	Last Seen [?]
52	ikigaifilmlab services www.veviz.com/ikigaifilmlab/ ⁱ EN - Mobile friendly	1	76	https://ikigaifilmlab.com.au ikigaifilmlab.com.au/ ⁱ Text - Nofollow	Feb 17, 2023	Apr 20, 2023
50	ikigaifilm Lab (ikigaifilmlab) - Profile Pin... www.pinterest.com.au/ikigaifilmlab/ ⁱ EN - Mobile friendly	2	9	ikigaifilmlab.com.au : Opens a new tab ikigaifilmlab.com.au/ ⁱ Text - Content - Nofollow	Jan 28, 2023	Mar 25, 2023
25	@lucylumen Linktree linktree.lucylumen ⁱ EN - Mobile friendly	8	1	Check Out ikigaifilm Lab Heret ikigaifilmlab.com.au/ ⁱ Image - New	8d ago	8d ago





Top Queries in GSC

Top queries	06/01/2023 - 13/05/2023	01/09/2022 - 05/01/2023	Difference	06/01/2023 - 13/05/2023	01/09/2022 - 05/01/2023
ikigai film	1,879	1,261	618	2,848	
ikigai camera	1,052	957	95	2,210	
ikigai film lab	676	468	208	1,288	
35mm film	266	26	240	24,564	
ikigai lab	183	149	34	574	
portra 160 vs ektar 100	137	99	38	332	
ektar 100 vs portra 160	136	130	6	377	
ektar vs portra	115	100	15	794	
ikagai film	83	83	0	107	
portra 400	77	57	20	6,279	

<https://bodylove-pilates.com>

The Bodylove Pilates is a dedicated group of passionate instructors with a common goal to deliver high quality, challenging & mindful classes each and every time we teach.


BOOK CLASS
INTRO PASS



THE CHILLY CHALLENGE

\$295

30 classes in 30 days!
That's less \$10 per class for the month on June!
Shake off the winter slump and slay the colder months!
Complete all 30 and go in the draw to win an epic prize pack!

EVERYTHING YOU NEED TO KNOW

Results:

https://bodylove-pilates.com
Root Domain
Search

Projects > Domain Overview
User manual
Send feedback

Domain Overview: bodylove-pilates.com

Worldwide
US
UK
DE
Desktop
Jun 15, 2023
USD

Overview
Compare domains
Growth report
Compare by countries

Authority Score

26

Semrush Domain Rank 4.5M ↓

Organic Search Traffic

45

-6.3%

Keywords 646 ↑

Paid Search Traffic

The domain may be new or not ranking right now. To get data on organic traffic, create a Position Tracking campaign.

Go to Position Tracking

Backlinks

117K

Referring Domains 377

https://bodylove-pilates.com
Root Domain
Search

← Create new report
What's new?
User manual
Send feedback

Traffic Analytics: bodylove-pilates.com

May 2023
Worldwide
All devices
Accuracy: ---
Company

Overview
Audience Overview
Traffic Journey
Top Pages
Subfolders
Subdomains
Geo Distribution
Bulk Analysis

Root domain
bodylove-p... x
Competitor
Competitor
Competitor
Competitor
Compare
Clear

Visits

3.9K

↑11.37%

Unique Visitors

3K

↑7.11%

Pages / Visit

1.92

↑92.29%

Avg. Visit Duration

00:47

↑100%

Bounce Rate

53.85%

↑46.15%

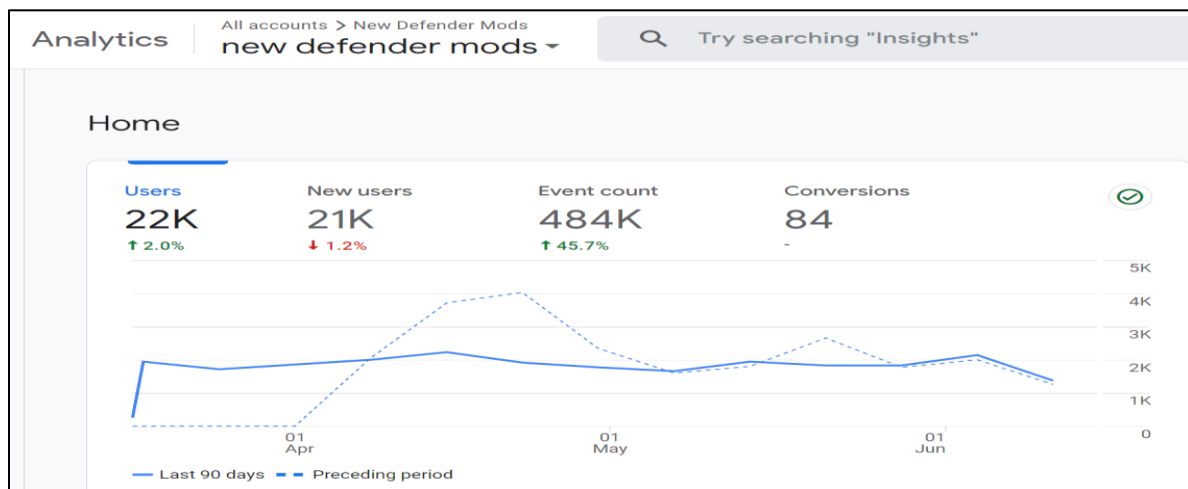
Market Metrics
Market Share 1.31%
Market Traffic n/a
Explore your market

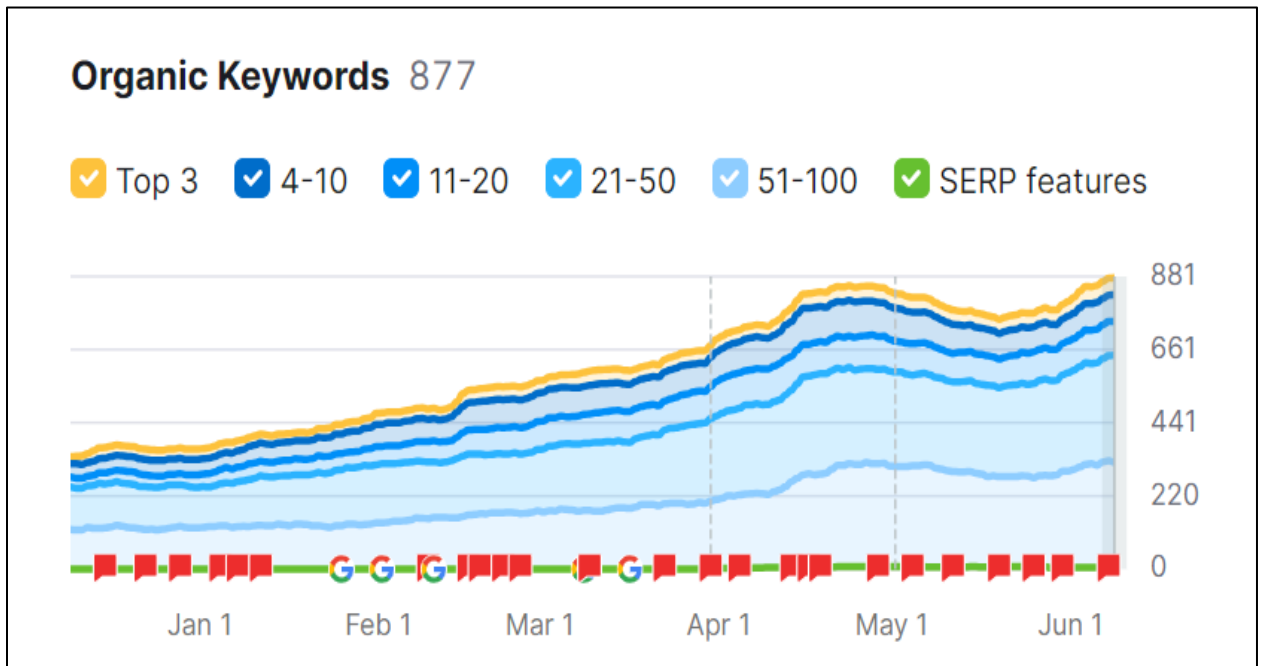
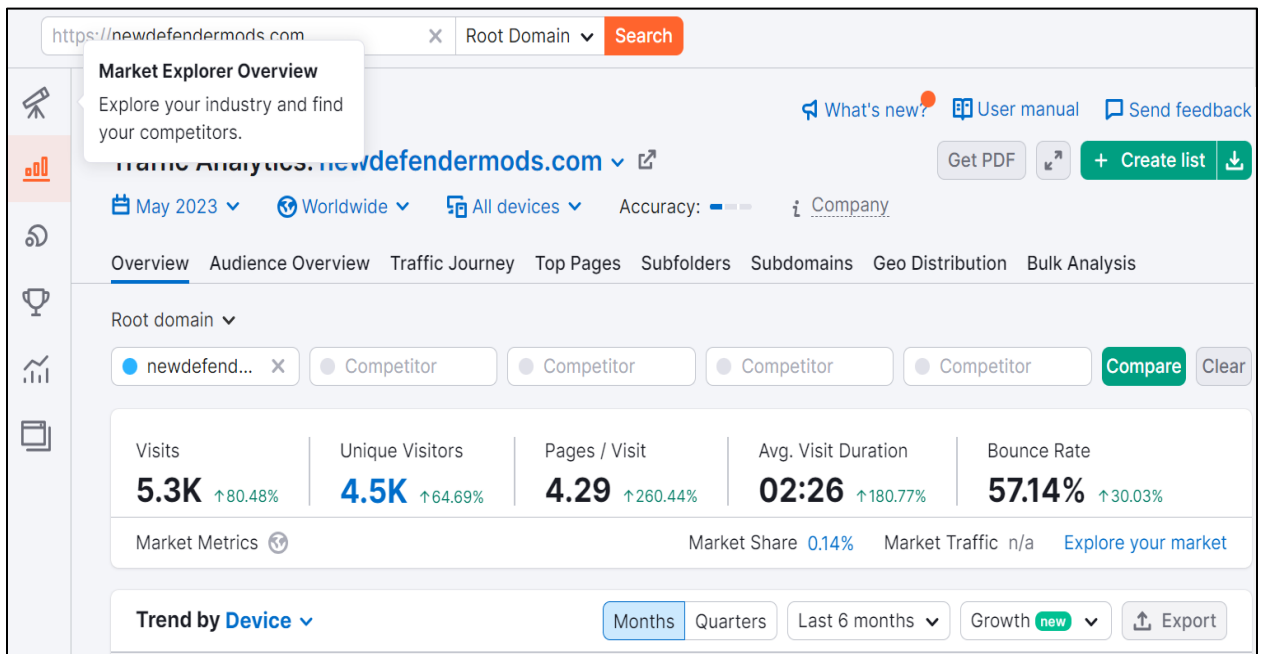
<https://newdefendermods.com>

New Defender Mods is a family run business started with a passion to discover the best new defender genuine and aftermarket accessories and modifications for the new defender and share what we found with everyone, we have since grown to working with suppliers and connecting our followers with them and also supplying niche high quality products ourselves.




Results:





Google land rover defender modifications


SEOquake

 **New Defender Mods**
https://newdefendermods.com

New Defender Mods: New Defender Accessories

Take your New **Defender** to the next level with our high quality **modifications!** From tough bullbars, amazing sounding twin 3inch exit exhausts, strong rock ...

[Shop](#) · [Our Adventures](#) · [About Us](#) · [Contact](#)

 Help others shop by writing a review

Have you made an online purchase from newdefendermods.com before?

Yes No


You've visited this website before. [Manage your activity](#)

https://newdefendermods.com › collections › all

ALL PRODUCTS

A collection of the worlds finest new **defender modifications.** ... **Land Rover Defender ABS Rear underfloor storage box organizer.** Vendor: **New Defender Mods.**


Free delivery · 30-day returns



Google defender interior accessories


Images Shopping Videos Used 2020 2023 Best News Classic


About 9,400,000 results (0.72 seconds)

 **New Defender Mods**
https://newdefendermods.com › collections › interior

Finest Defender Interior Accessories

Order high-quality and versatile land rover **defender interior accessories** from one of the top modification specialists, New Defender Mods. Contact us now!





 Help others shop by writing a review

Have you made an online purchase from newdefendermods.com before?

Yes No

You've visited this website before. [Manage your activity](#)

 **Amazon.com**
https://www.amazon.com › land-rover-defender-acces...



Google defender lift kit

New Defender Mods
<https://newdefendermods.com> › products › subframe-lift-kit

New Defender Subframe Lift Kit 2, 3, 4, 5 and 6inch

The patented New **Defender** Subframe Lift Kits is the only proper way to lift new **defenders** on the market and a must for anyone that wants to run tires 33inch ...

\$5,900.00 · Free 8–17 day delivery · 30-day returns · In stock

Help others shop by writing a review

Have you made an online purchase from newdefendermods.com before?

Yes No

You've visited this website before. [Manage your activity](#)

Johnson Rods
<https://www.johnsonrods.com> › defender-lift-kit

DEFENDER LIFT KIT

Our Johnson Rod lift kits will enable you to run larger off-road tires and gain the added

Bluonics.com

Client's goal is to make Bluonics only stop for all water purification needs. They pride themselves on their high quality products and caring services. Bluonics water treatment solutions are a win-win-win situation for everybody and environment.

BLUONICS Sign In or Create an Account

Search all products... CART

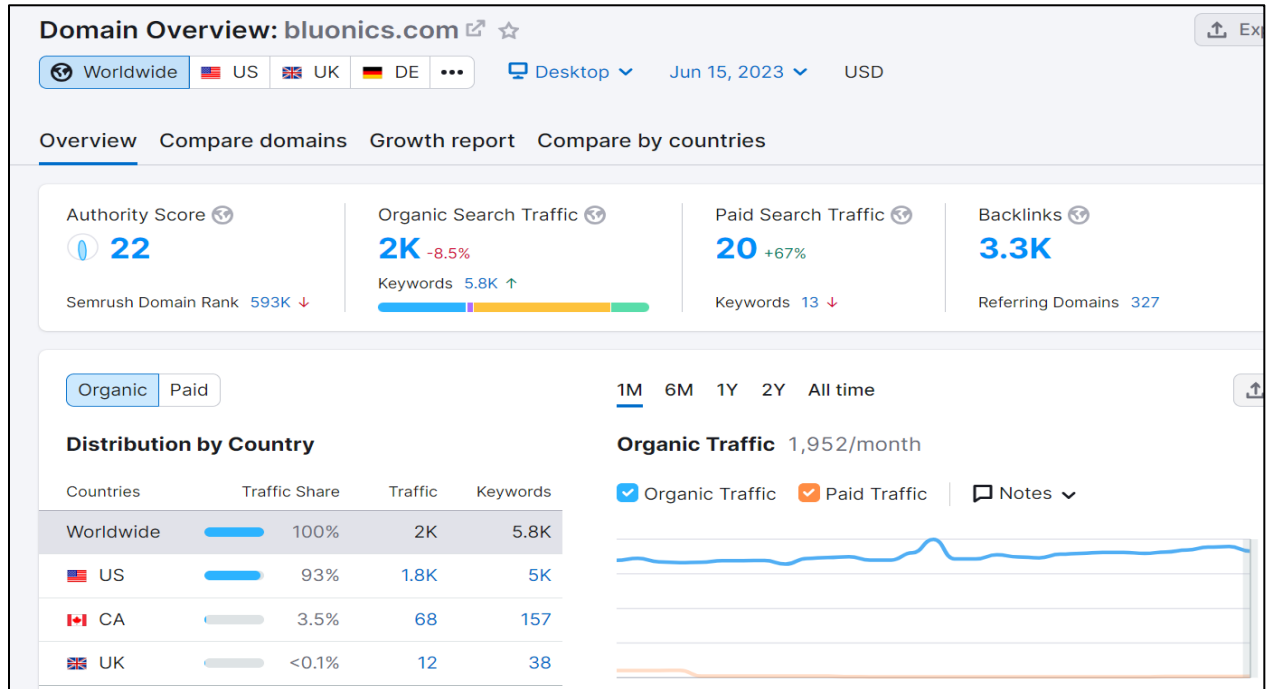
WHOLE HOUSE ▾ WELL WATER DRINKING WATER ▾ FILTERS & PARTS ▾ AIR PURIFIERS ▾ DEALS SUPPORT ▾ LEARN

SHOP FOR More categories ▾

- Well Water Filtration
- Whole House Water Filters
- Ultraviolet Water Sterilizer
- Reverse Osmosis Water Purifiers
- Under Sink Water Filtration
- Filter Cartridge

Chat with us ¹

Results:



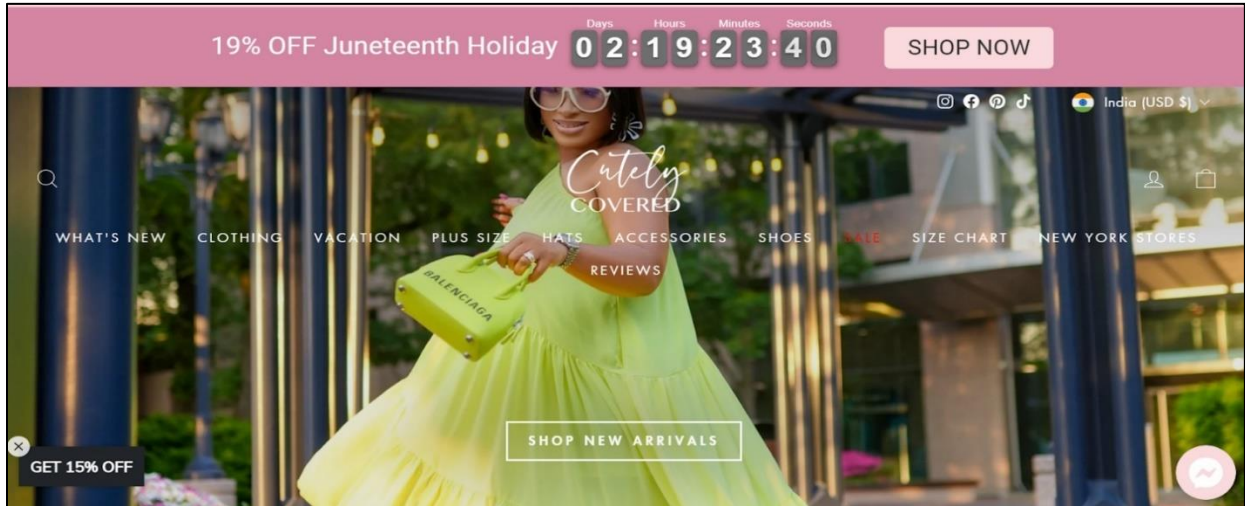
Top Position Changes in Organic

[New](#) [Lost](#) [Improved](#) [Declined](#)

Keyword	Previous	Current	Volume	Traffic % ≡
reverse osmosis water »	•	26	12.1K	0.98
4.5 ×10 water filter »	•	10	140	0.1
do air purifiers help with dust »	•	68	2.9K	< 0.01
filtered water from fridge »	•	80	30	< 0.01
purifier »	•	62	5.4K	< 0.01

<http://www.cutelycovered.com>

Cutely Covered is an online destination for fashionable, high-quality women's wear. They pride themselves in offering top fashion, one of kind pieces that are of superior quality. No matter the occasion, Cutely Covered has a desired style. Besides offering staple pieces and accessories, the team at Cutely Covered prides themselves in keeping their customers first.



Results:

http://www.cutelycovered.com Root Domain Search

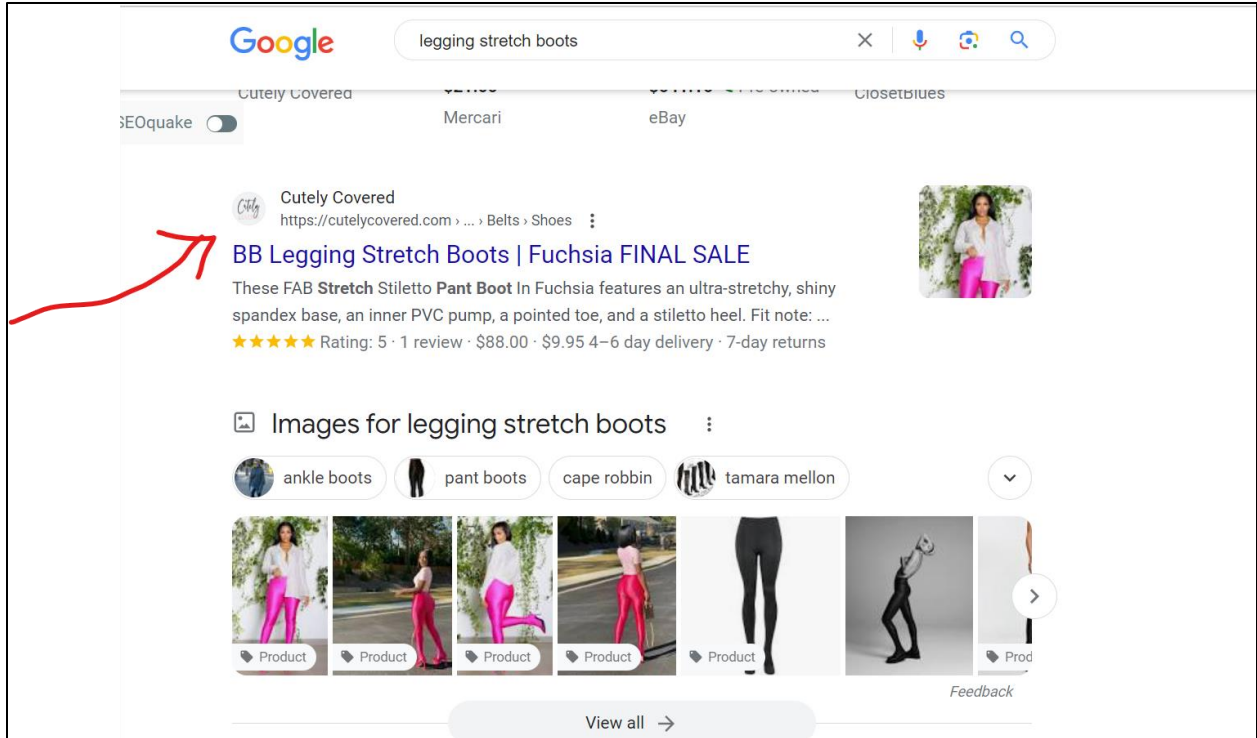
Projects > Domain Overview User manual

Domain Overview: cutelycovered.com

Worldwide US UK DE Desktop Jun 15, 2023 USD

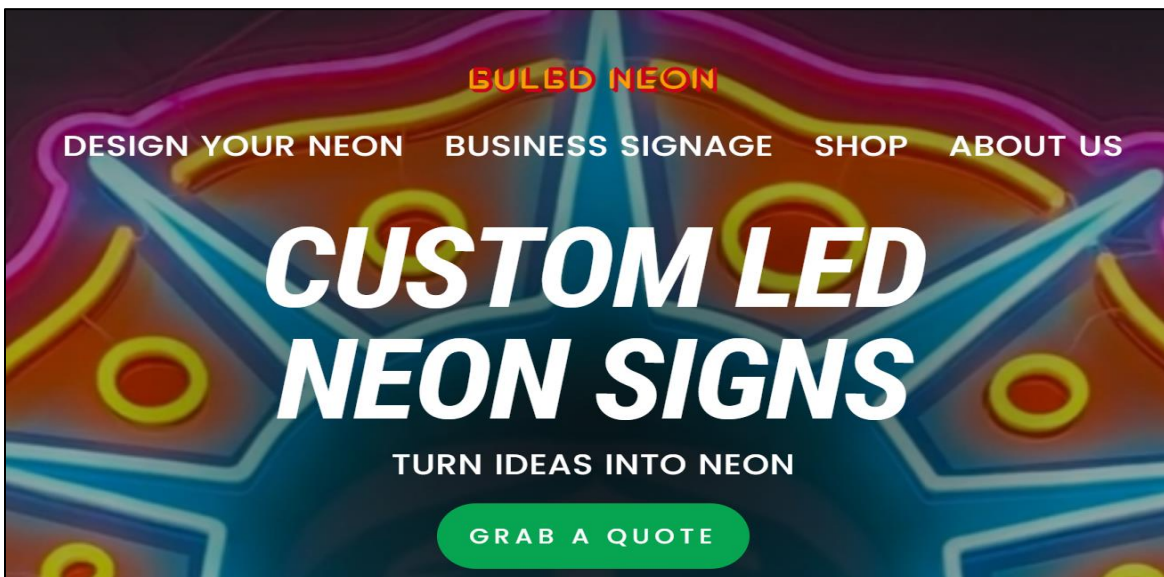
Overview Compare domains Growth report Compare by countries

Authority Score 21 Semrush Domain Rank 336.7K ↑	Organic Search Traffic 3.9K +8.1% Keywords 648 ↑	Paid Search Traffic 2.2K +155% Keywords 30 ↑	Backlinks 3.5K Referring Domains 286
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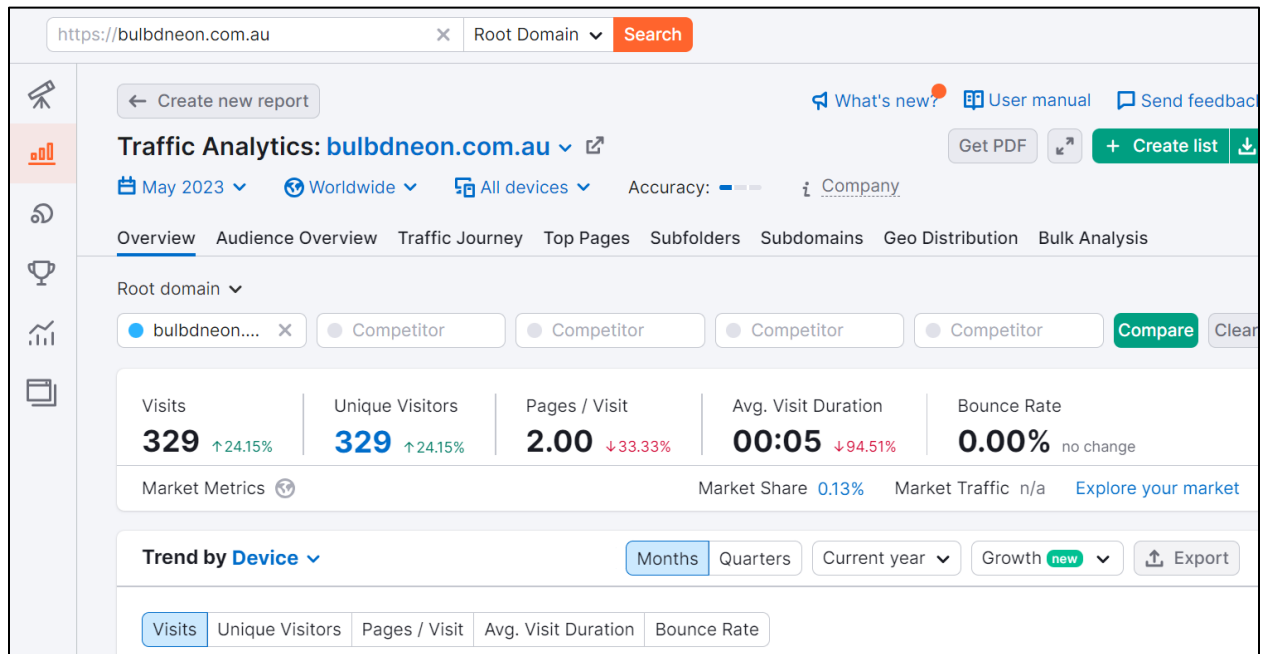


<https://bulbdneon.com.au>

Bulbd Neon is a small Australian business that loves to design and create neon LED signage and artwork! Their work is suited for any occasion or purpose – including home decoration, birthdays, gender reveals, business/ product launches, restaurants, cafes, weddings, and corporate/ retail spaces.

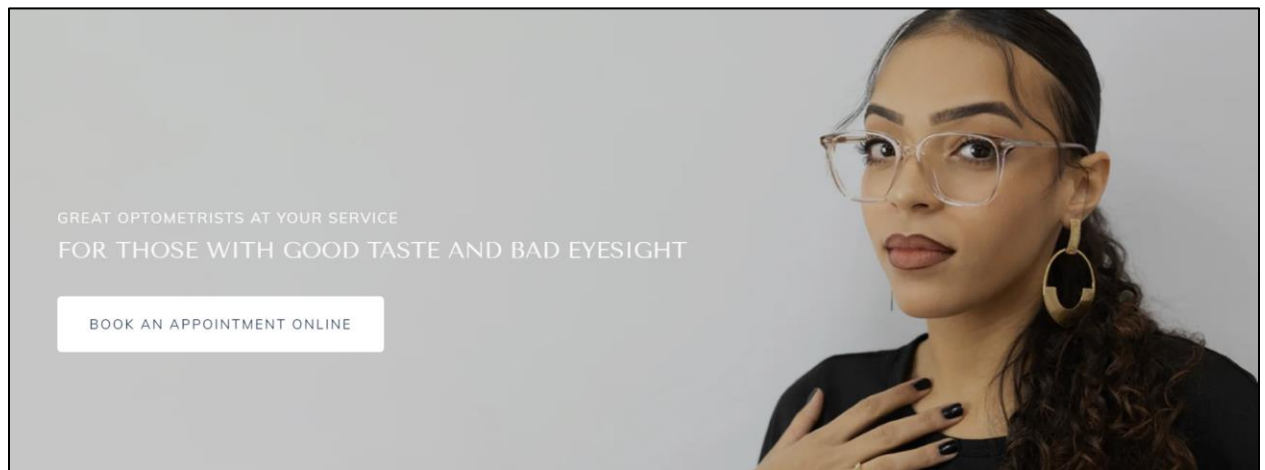


Results:

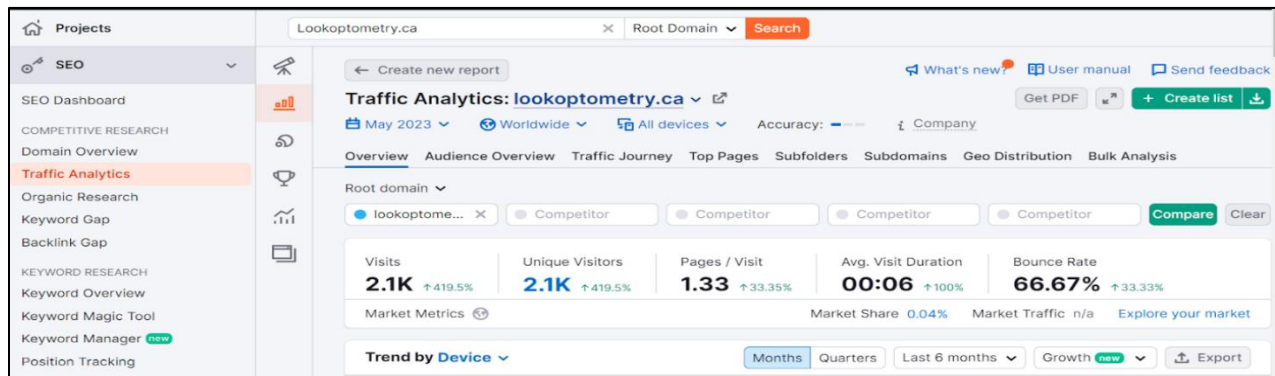
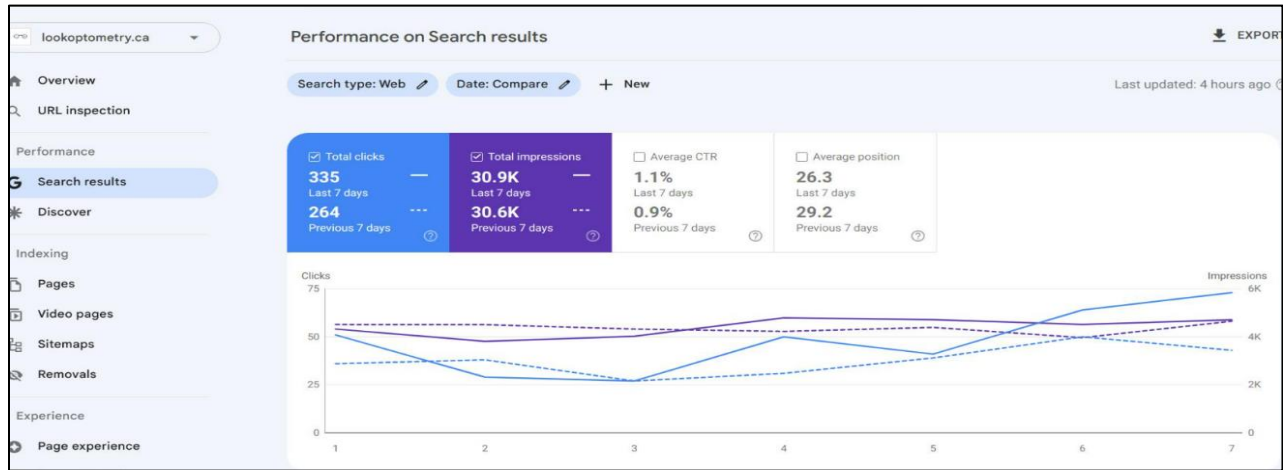


Lookoptometry.ca

Rated as one of Surrey's best optometry clinics, the doctors here at Look Optometry have years of experience taking care of your eyes. Stellar service and expert eye care is the cornerstone of our clinic. They are very proud of being from this community, for this community and by the community. Look Optometry has no shares controlled by outside forces, which allows us to provide the best patient care possible.



Results:



Google search for "direct billing partners".

SEOquake extension icon highlighted with a red arrow.

Look Optometry and Eyewear
https://www.lookoptometry.ca/pages/direct-billing

Browse Our Direct Billing Partners to Make Your Visit Simple
Our Direct Billing Partners. Here at Look we aim to make your visit as seamless as possible. That's why we provide convenient paperless payment through Medical ...

Mass General Brigham
https://www.massgeneralbrigham.org/patient-care

Billing
Patients without insurance receive bills directly. ... patientbilling@partners.org for general questions only; a representative will respond generally ...

Insight
https://fr.insight.com/insight-cloud-programme/PDF

from Microsoft CSP direct bill partner to indirect reseller
for direct bill partners in the CSP programme. One of these is an annual sales revenue of \$300K; the other is an active (\$15K) customer support plan with ...

Pacific Cross Vietnam
https://pacificcross.com.vn/nationwide-direct-billin...


Nationwide Direct Billing Network



Moongateantigua.com

Moon Gate is an exclusive 49-suite all-inclusive hotel & spa located at Half Moon Bay, one of the most stunning Caribbean beaches in Antigua with captivating views of the bay.





Results:

✕🔊🌐🔍

Moon Gate Antigua
https://moongateantigua.com › Apartments

Standard Suites


The **Standard Suites** are equipped with 500 sq. ft. of private living space, a climate enclosed area and a cozy veranda from which homeowners are able to enjoy ...

TripAdvisor
https://www.tripadvisor.com › ... › Antigua Hotels

THE 10 BEST Antigua Suite Resorts 2023 (with Prices)

Antigua Suite Resorts · 1. Hammock Cove **Antigua** · 2. Escape at Nonsuch Bay **Antigua** - Adults Only - **All Inclusive** · 3. Blue Waters **Resort & Spa - Antigua** · 4.

Suite Resorts Antigua: 18	Suite Resorts Prices From: \$149
Suite Resorts Reviews: 39,095	Suite Resorts Photos: 48,639

Expedia
https://www.expedia.com › ... › Antigua and Barbuda

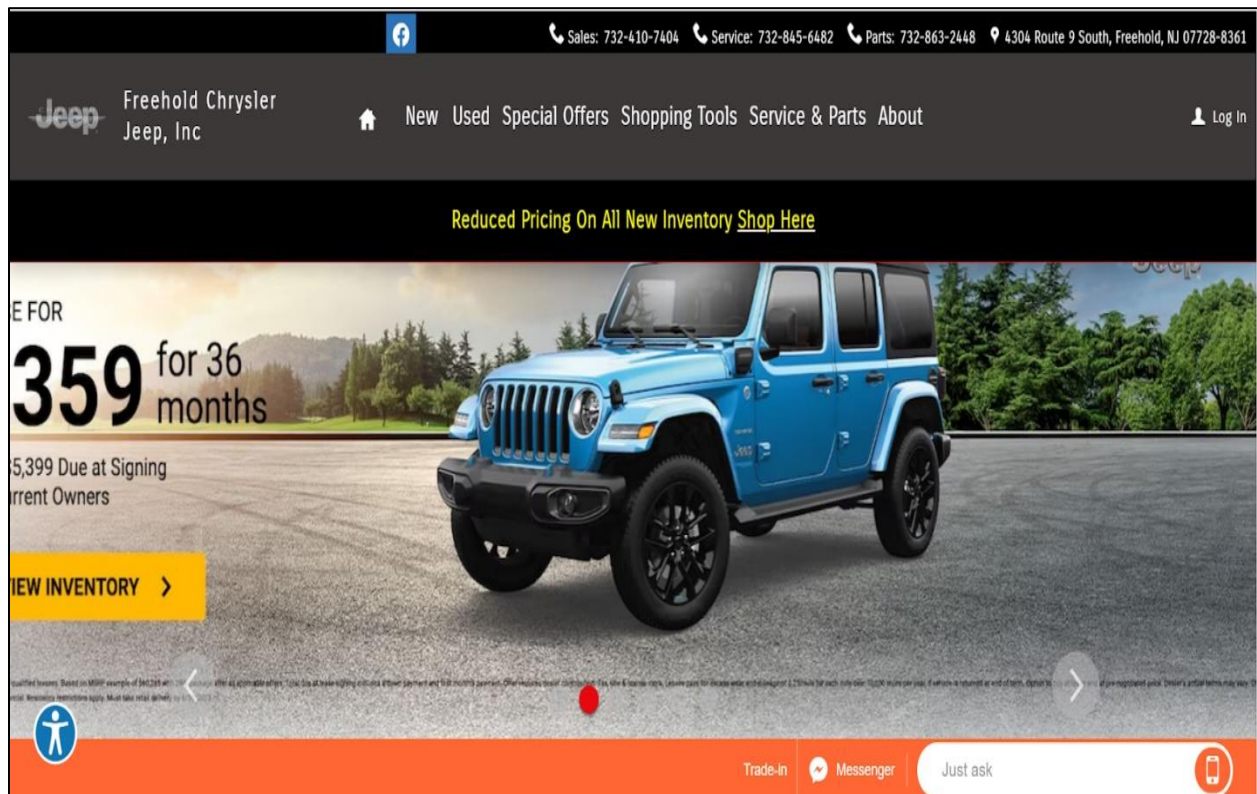
Find Hotels with Suites in Antigua from \$160

Pick from 9 **Antigua Hotels** with **Suites** and compare room rates, reviews, and availability. Most **hotels** are fully refundable. ; Admiral's **Inn** and Gunpowder **Suites**.

Hotels with Suites in Antigua: 9	Total number of hotels in Antigua: 674
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Freeholdchryslerjeep.net

For over 25 years, Freehold Jeep has provided an excellent level of care to their customers from all over the Freehold area including Sayreville, Toms River, New Brunswick, Long Branch, Eatontown and more.

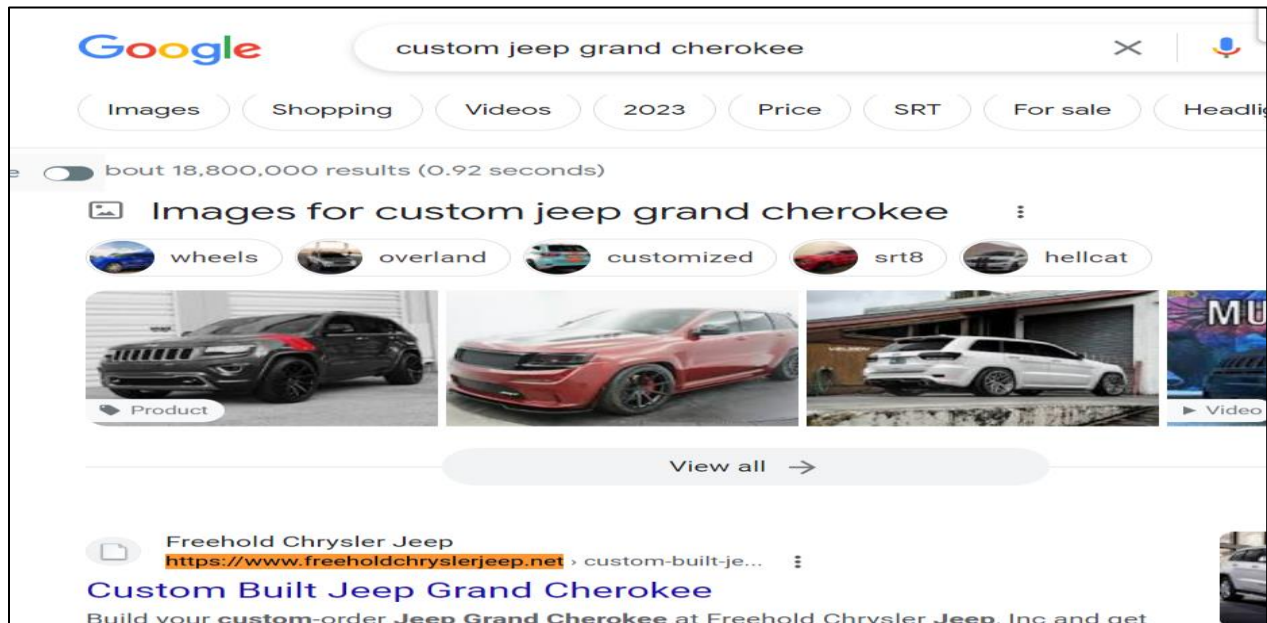
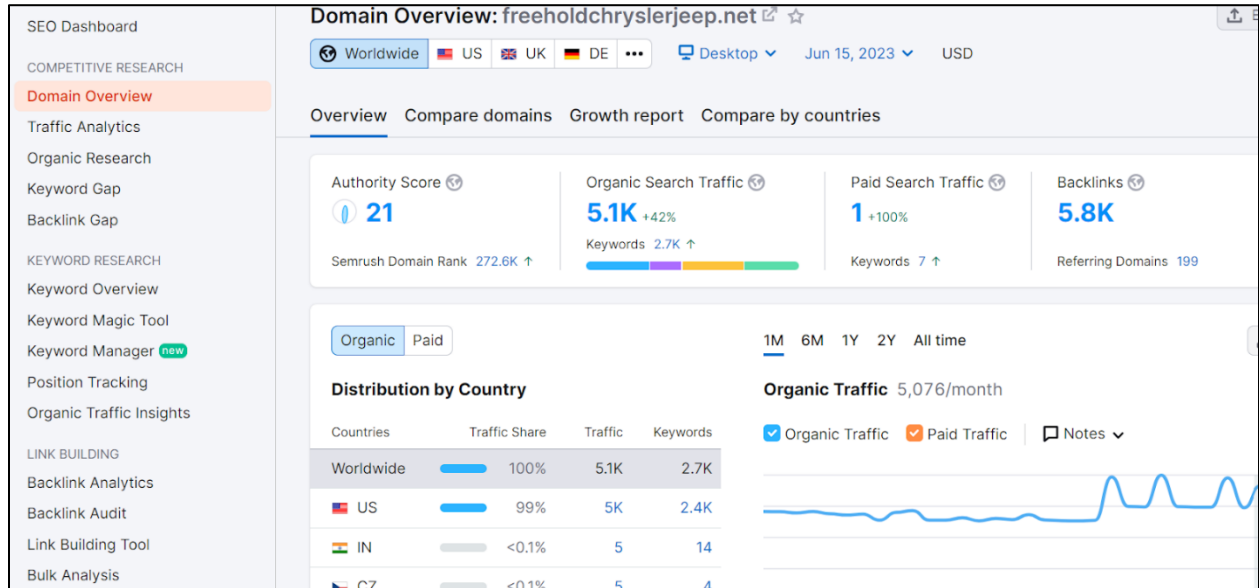


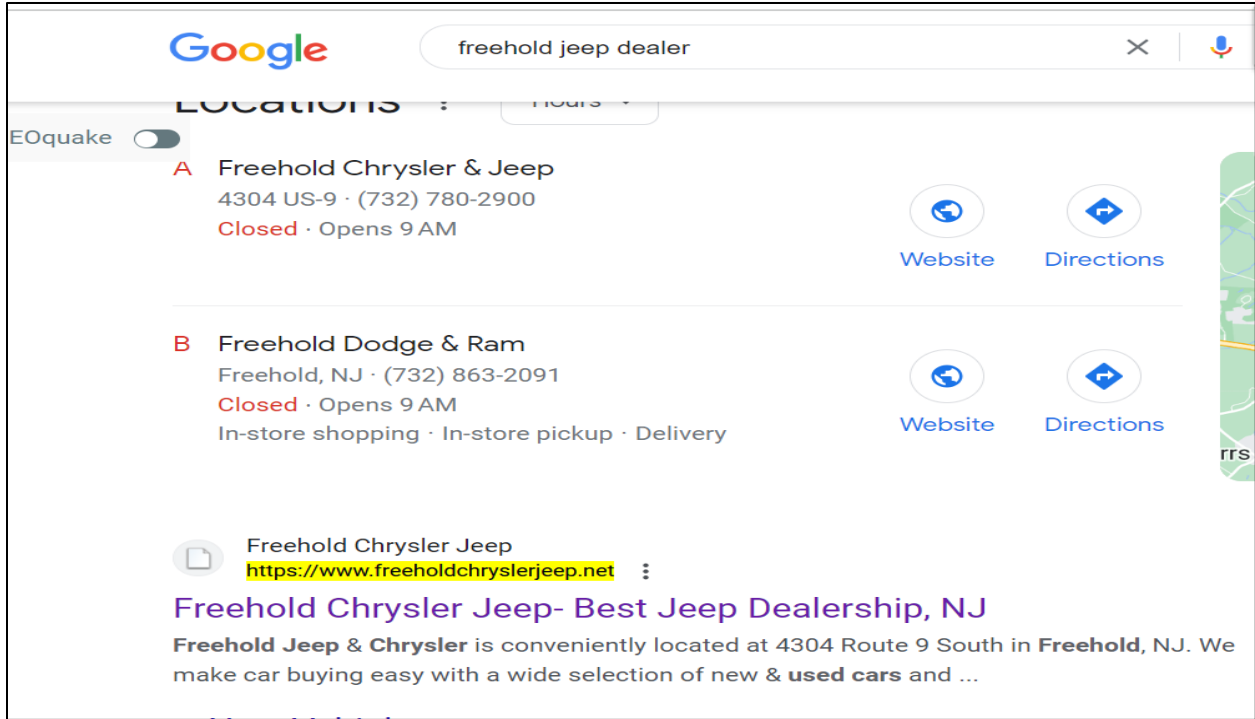
Challenges and Objectives:

- **Low organic visibility:** The client's website had limited visibility in search engine results pages (SERPs), resulting in missed opportunities to reach potential customers.
- **Fierce competition:** The automotive industry is highly competitive, with numerous established players vying for market share. Standing out from the competition was a key challenge.
- **Targeting relevant keywords:** Identifying and targeting the right keywords was crucial to driving qualified traffic and attracting potential buyers.

- **User experience optimization:** Enhancing the website's usability, loading speed, and mobile-friendliness was essential to improving the overall user experience.

Results:





<https://www.njstateauto.com>

NJ State Auto Used Cars is the trusted source for used cars in Jersey City. Their dealership was established more than 25 years ago and is regarded as one of the best places to shop for used vehicles in the Tri-State New Jersey New York area.

NJStateAuto 406 Sip Ave, Jersey City, NJ Today 9-8pm (201) 204-9845 [Get Pre Approval](#)

HOME INVENTORY FINANCING SEARCH MAKES SELL MY CAR SERVICE CONTACT US

"FREE Auto Loan Pre Approval"

June Sales Event
The Road to Summer Starts Here

Capital One
AUTO FINANCING
See If You Pre-Qualify With No Impact To Your Credit Score

Hi there. Text us here.
Sí, hablamos Español.

[Text us](#)

Objectives:

- **Improve Organic Visibility:** The client aimed to boost their website's rankings in search engine results pages (SERPs) for relevant keywords and phrases to increase organic visibility among their target audience.
- **Increase Website Traffic:** The goal was to drive a substantial increase in qualified organic traffic to the website, thereby expanding the company's reach and attracting potential customers.

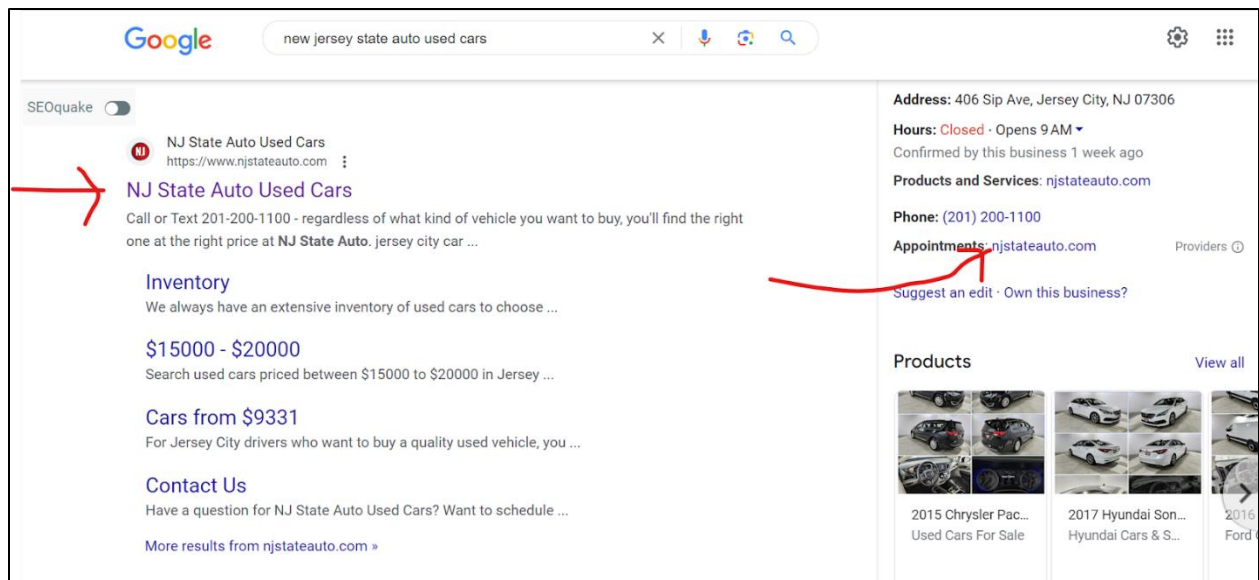
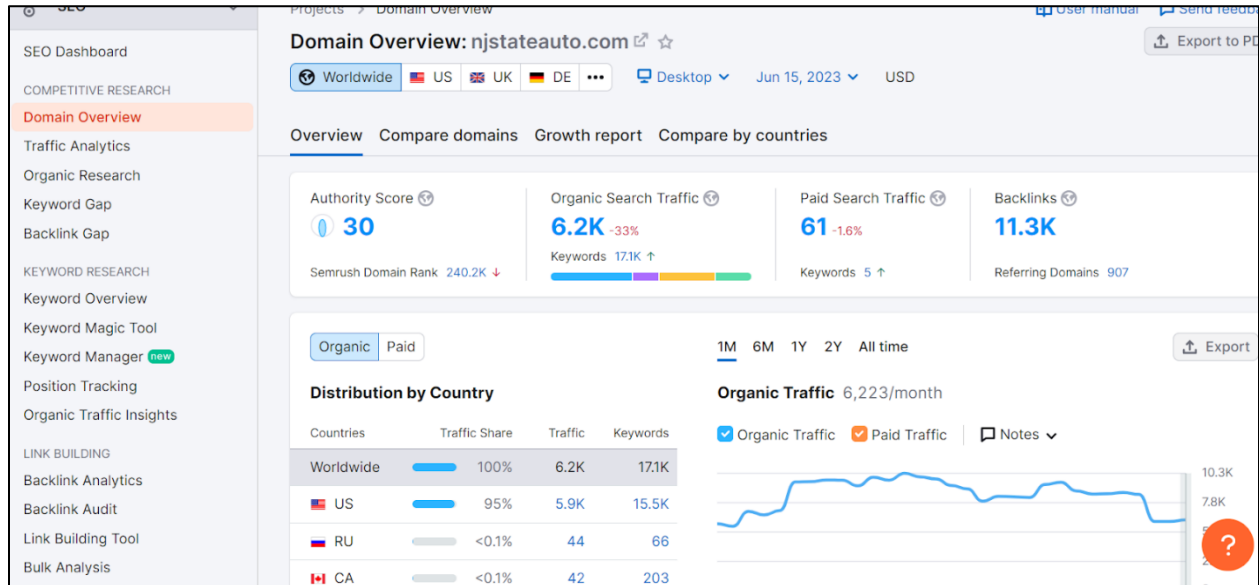
Strategy and Implementation:

- **Comprehensive Keyword Research:** Thorough keyword research was conducted to identify industry-specific terms, long-tail keywords, and user search intents relevant to the automotive sector. This research formed the foundation for subsequent optimization efforts.
- **On-Page Optimization:** On-page optimization techniques were applied to enhance the website's structure, content, and metadata. This involved optimizing page titles, meta descriptions, headers, and incorporating relevant keywords into the website's copy without compromising the user experience.
- **Technical SEO:** A meticulous audit of the website was performed to identify and resolve technical issues that could hinder search engine crawling and indexing. This included optimizing page load speed, fixing broken links, improving site architecture, and implementing schema markup.
- **Content Marketing and Link Building:** A content marketing strategy was implemented to create high-quality, engaging, and informative content that catered to the target audience's interests. This content was optimized with relevant keywords and shared across various platforms to attract backlinks, bolstering the website's authority and credibility.
- **Local SEO:** To drive local visibility, the client's website was optimized for local search queries. This involved creating and optimizing location-specific landing pages, claiming and optimizing business listings on relevant directories, and encouraging positive customer reviews.

Results:

- **Increased Organic Visibility:** Within 6 months of implementing the SEO strategies, the client's website witnessed a significant improvement in organic rankings. The website climbed to the top positions for several industry-specific keywords, allowing the company to capture a larger share of organic search traffic.
- **Surge in Organic Traffic:** As a result of improved organic visibility, the client experienced a substantial increase in organic traffic to their website. The targeted SEO efforts successfully attracted relevant visitors actively seeking automotive-related information and products.

- Enhanced User Engagement and Conversion Rates:** The combination of on-page optimization, improved website structure, and compelling content resulted in higher user engagement metrics. Bounce rates decreased, average session durations increased, and conversion rates showed a notable uplift.





nj state auto used cars



Maps

Near me

Reviews

Images

News

Shopping

Videos

Books

Flights

All filters

EQquake about 14,000,000 results (1.25 seconds)

Results for **New Jersey** · Choose area

Places

Rating

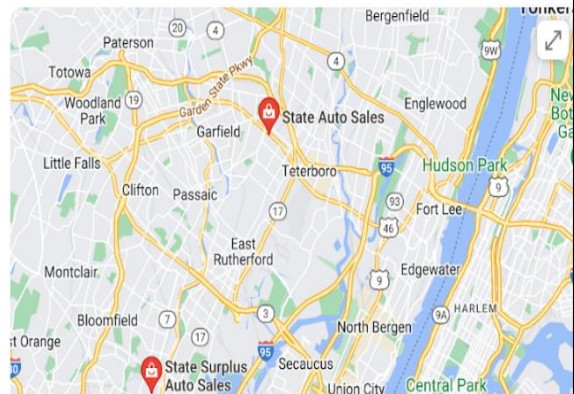
Hours



NJ State Auto Used Cars
4.4 ★★★★★ (1.4K) · Used car dealer
Jersey City, NJ · (201) 200-1100
Closed · Opens 9 AM
In-store shopping · In-store pickup · Delivery



State Auto Sales
3.6 ★★★★★ (35) · Used car dealer
Lodi, NJ · (973) 779-0987
Closed · Opens 10 AM
"so far purchased 2 vehicles from them and plan on purchasing a 3rd"



SOCIAL MEDIA MARKETING

PRICING:

- Need 10 hours for Social Media Organic Marketing along with visuals (5 platforms included): **Approx: 300 USD Per Month**
- Need 15 hours for Paid and Organic Marketing (5 platforms included): **Approx: 450 USD Per Month**

Social Media Portfolio:

<https://www.instagram.com/zenmonkeysdigital/>

<https://www.instagram.com/tamikajohnstoncoaching/>

<https://www.facebook.com/fullmetaljacketapparelllc>

<https://www.facebook.com/boutiquegoddess/>

<https://www.instagram.com/healthmagazine/>

<https://www.facebook.com/handcraftedtimberwatches/>

<https://www.instagram.com/stayclassy.in/>

<https://www.instagram.com/etraveltrips/>

<https://www.facebook.com/tantraadventurez/>

<https://www.facebook.com/fitnessmattersindia/>

<https://www.facebook.com/thegoodbowlindia>

<https://www.instagram.com/thegoodbowlindia/>

<https://www.facebook.com/souledstore/>

<https://www.instagram.com/TheSouledStore/>

Here's my portfolio of other work done:

<https://docs.google.com/document/d/1ta8qk5e5-V-QUdy9ByYAAKiiNg4LUpg2DwiE4iL2AEE/edit>

PAID MARKETING

PRICING:

Start from **250 USD**, rest on requirement basis.

Paid Marketing Case Studies:

1) Pet Food and Accessories Store

Generated \$2.5+ Million with 25X ROI for Pet Store

About our Ecommerce Client:

Jumbo Pets is an Australian pet supply company that has everything you need in a one-stop online pet shop. From pet food to pet accessories, we were assigned to handle the "Jumbo Pets" project. We took charge and helped the company not just save money, but solve all of the efficiency problems they had previously been experiencing themselves.



The Challenge:

- One of the issues was that the budget wasn't being spent efficiently. We had low spending in certain areas and this caused some problems down the line.
- The structure of the campaigns was not up to par, and it seemed as if none of the campaigns had any detailed targeting or proper naming conventions. This needs to be fixed so that the campaigns can be set at a proper pace.
- Another challenge that the account faced was acquiring new customers and optimizing the campaigns to generate new customers.

Results:

Sales: \$2.5+ M

Return on Ad Spend: 25X ROAS

2) PPC Campaign for Generating B2B Leads



CVR: 1.81%



CPA: \$165



ROI: 625%

Problem

The Client, providing cloud cybersecurity solutions to various real estate and construction agents, has launched a new website and localized Japanese markets services.

Because the website is brand new, and their service is the niche to the Japanese market, the client was having difficulty obtaining enough leads from their website.

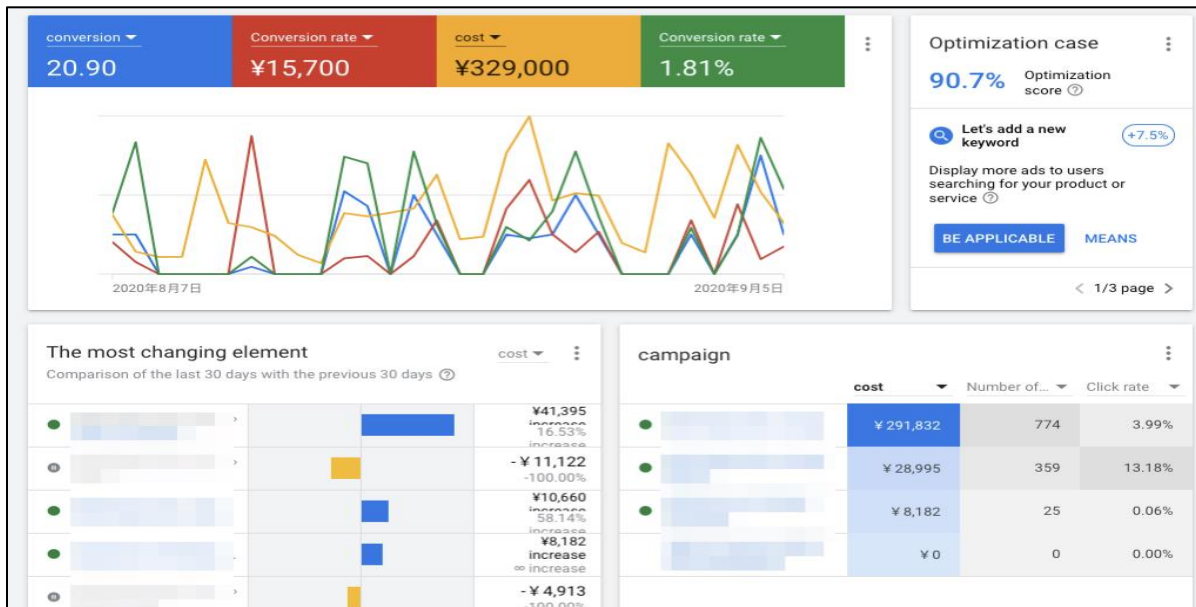
Solutions:

As their SEO activities take time to have the results, we implemented PPC (Pay-Per-Clicks) campaigns to generate quality leads.

We first conducted in-depth keyword research for their target audience’s needs, created landing pages for each keyword group for their products, and set up PPC campaigns in Google Japan and Yahoo! JAPAN starting monthly budgets of 3,200 USD.

Results:

- We’ve achieved a Click Through Rate (CTR) of 1.16% and a Conversion Rate (CVR) for their leads of 1.81%, which generated many new sales. With the campaign’s activity, the Cost Per Action (CPA) for the new lead is 165 USD, surpassing the client’s target of 250 USD.
- August 2020 saw this PPC campaign revenue produce a Return on Investment (ROI) of 625%. There were 21 leads generated by this PPC campaign, and 2 of those leads were closed with revenue of around 20K USD.



3) Peer Software Inc.

About Company:

(peersoftware.com) is an enterprise-class software company. The brand helps customers solve data management challenges with file and object storage in multi-site, multi-vendor, and multi-cloud environments.

Peer Software's products enable enterprises to create a modern distributed file system. This system seamlessly integrates existing storage platforms across multi-site, on-premises and cloud storage.

Using an Active-Active data services fabric, Peer's Global File Service (PeerGFS) facilitates faster file access performance with local access to data, high availability and redundancy of data across synchronized storage systems, and continuous data protection (CDP).

As a privately funded, engineering-led company, they hadn't put a ton of focus on marketing efforts. But as they grew, they knew it was time to partner with a digital marketing agency to ensure they were expanding their stake in the market and continuing to meet their goals.

PEER

SOLUTIONS PRODUCTS RESOURCES COMPANY REQUEST TRIAL

Simplify File Management and Orchestration across Edge, Data Center, and Cloud Storage

Icons: Document with X and CAD, 24/7 refresh, Cloud with server rack, Refresh with server rack

The Challenge:

Peer Software partnered with our company to help increase brand awareness and drive leads through ad campaigns on an international scale.

They were also looking to reach their target audience of IT and infrastructure roles at multi-site companies. Additionally, they wanted to increase sales of their main product, PeerGFS, which helps prevent issues for companies with multiple locations or offices.

The Solution:

After digging into their accounts and current initiatives, our team worked to create ad campaigns for both Google and Microsoft platforms.

We made sure these campaigns were directed to their target audience of people searching for solutions to pain points Peer Software's product addresses, like file collaboration issues.

The Results

Year over year while partnering with our company, Peer Software was able to:

- Increase conversions 128%
- See a more than 46% decrease in cost per conversion
- Increase clicks to the website by 126%

4) Sierra Nevada University Revamps Targeting, Tracking & Landing Pages for a 309% Increase in Conversions

Sierra Nevada University now University of Nevada, Reno (sierranevada.edu) is a picturesque private university located on the shores of Lake Tahoe. As one of the top colleges in Nevada, SNU offers undergraduate and graduate degrees along with athletic programs and a bustling campus life, perfect for adventurous types and bookworms alike.



The Challenge:

Sierra Nevada University says their previous agency took a “kitchen sink approach” to their PPC program. They focused a lot on clicks and bid on a ton of keywords, which didn’t allow for much focused targeting. They also wanted to partner with an agency that would be transparent and results-driven.

The Solution:

The main things our team did to turn things around for Sierra Nevada University were to restructure campaigns, clean up keywords, improve conversion tracking, and expand geographic targeting based on target audience. We also launched more CRO-focused landing pages (specific to each program, with a form at the top of each page) and ran successful display and YouTube campaigns targeting users near the campus. In turn, we saw less wasted ad spend, increased site traffic, and more.

The Results:

While partnering with our company, Sierra Nevada University was able to:

- Increase overall conversions by 309%
- Decrease overall cost per conversion by 43%
- Increase CTR for search campaigns by 135%

5) Grayson Living Achieves Nearly Six Times Their Return on Ad Spend in Just Three Years

Grayson Living is a leader in the high-end interior design and furniture industry that wanted to see more ecommerce sales to complement their brick-and-mortar success. Despite their high marketing budget, we noticed conversion rates for ecommerce transactions and website views weren't stacking up.



The problem? They were digitally selling to an in-person audience. Shopify highlights that ecommerce shoppers rely more heavily on images, reviews, and product descriptions to convert than brick-and-mortar shoppers.

So while we wanted to improve ROAS, the solution wasn't to tighten ad spend. Instead, we pumped more money into ad spend to generate results that actually improved our client's ROI.

Strategies:

- **Display advertising and shopping campaigns:** Grayson Living already had stellar products and results to highlight. We amplified their display ads with targeted ad copy, and gave their shopping campaigns a boost.
- **Cross-platform advertising:** The ecommerce shopper has more entryways to a transaction than the in-person one. That's why we had to leverage cross-platform advertising to catch broader audiences beyond Google searches and on social media platforms.

- **Retargeting:** We created custom landing pages and persuasive new copy to capture audiences that already visited Grayson Living's website, and made sure that on second-visit, they understood the value of their ecommerce design services.

Results:

- 6X ROAS increase over three years
- 279% increase in ecommerce sales after one year
- 11% increase in average order value (AOV) after the first year

Thank You!