



— SEARCH ENGINE OPTIMIZATION —

CASE STUDIES

Steps to Reach The Top

Timeline of your marketing campaign

First Step

First, we perform in-depth market research and competitor analysis, and explore your value propositions.



Second Step

Tracking code setup and implementation so we monitor the analytics on your campaign.



Third Step

Next, we perform keyword research to find out what keywords would be best for your campaign.



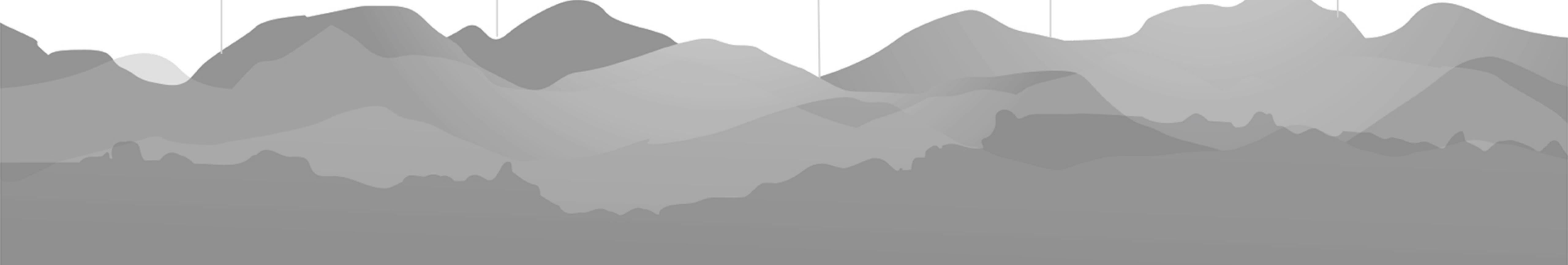
Fourth Step

It's go time. Now that you have reviewed the keywords that we're targeting, it's time to start optimizing.



Fifth Step

A team of SEO experts will optimize your account to gradually improve performance and ROI.



Problem

The customer wanted to generate more leads for his local dog training and daycare business. She was only generating leads from local referrals and networking events. She was struggling because she didn't have a steady stream of new leads coming in on a daily basis.

Solution

We ran a highly optimized SEO campaign to start generating organic traffic and leads from their website. We were able to land multiple first page placements for highly competitive keywords within the first couple of months.

Key Metrics

27

keywords ranked
on page 1

1,000+

monthly visitors from
organic searches

2nd

placement in the local
Google Maps searches

	Keyword	SERP Features	27 Aug	Diff	CPC	Vol.
1.	puppy classes jacksonville fl	📍 ★ 📸	2	↑1	0.20	20
2.	dog training jacksonville	📍 ★	3	↑1	2.77	40
3.	dog trainers jacksonville fl	📍 ★ 📸	3	↑2	2.21	40
4.	dog training in jacksonville florida	📍 ★	3	↑3	n/a	90
5.	dog training in jacksonville	📍 ★ 📸	3	↑2	4.55	260

Problem

The customer wanted to generate more leads for his local home building services. He did SEO in the past with other companies and didn't get any results.

Solution

We ran a highly optimized SEO campaign to start generating organic traffic and leads from their website. We were able to land multiple first page placements for highly competitive home building keywords within the first couple of months.

Key Metrics

33

keywords ranked
on page 1

750+

monthly visitors from
organic searches

1st

placement in the local
Google Maps searches

	Keyword	SERP Features	27 Aug	Diff	CPC	Vol.
<input type="checkbox"/>	1. spring hill home builders	📍 ★	📍 1	0	n/a	40
<input type="checkbox"/>	2. palm coast builders	📍 ★	📍 1	↑2	1.13	70
<input type="checkbox"/>	3. home builders in palm coast fl	📍 ★	📍 1	↑2	2.09	40
<input type="checkbox"/>	4. westland farm	★ 📸	★ 1	0	n/a	10
<input type="checkbox"/>	5. home builders spring hill fl	📍 ★ 🎥 📸	📍 1	0	2.04	110

Problem

The customer wanted to generate more leads for his local locksmith services. He had a website for 3 years, but never ran any SEO campaigns. The website acted as his business card and nothing more.

Solution

We ran a highly optimized SEO campaign to start generating organic traffic and leads from their website. We were able to land multiple first page placements for highly competitive locksmith keywords within the first couple of months.

Key Metrics

9

keywords ranked
on page 1

450+

monthly visitors from
organic searches

1st

placement in the local
Google Maps searches

	Keyword	SERP Features	27 Aug	Diff	CPC	Vol.
<input type="checkbox"/>	1. locksmith guy search console import 5 25 2018 x	📍 ★ 🚧 🔍 🔍	9	1	0	5.92 30
<input type="checkbox"/>	2. residential locksmith palm beach gardens search console import 5 25 2018 x	📍 ★	9	3	↑41	n/a 10
<input type="checkbox"/>	3. good locksmith search console import 5 25 2018 x	📍 ★ 🚧 🔍	4	↑2	n/a	10
<input type="checkbox"/>	4. my locksmith search console import 5 25 2018 x	★ 🔍	5	↑95	5.27	10
<input type="checkbox"/>	5. automotive locksmith search console import 5 25 2018 x	📍 ★	6	↑4	7.93	9,900

Problem

The customer wanted to generate more leads for his local pool repair services. He never had any online presence, not even a website.

Solution

We started off building a responsive website which we knew would convert visitors. We then ran a highly optimized SEO campaign to start generating organic traffic and leads from their website. We were able to land multiple first page placements for highly competitive pool repair keywords within the first couple of months.

Key Metrics

22

keywords ranked
on page 1

850+

monthly visitors from
organic searches

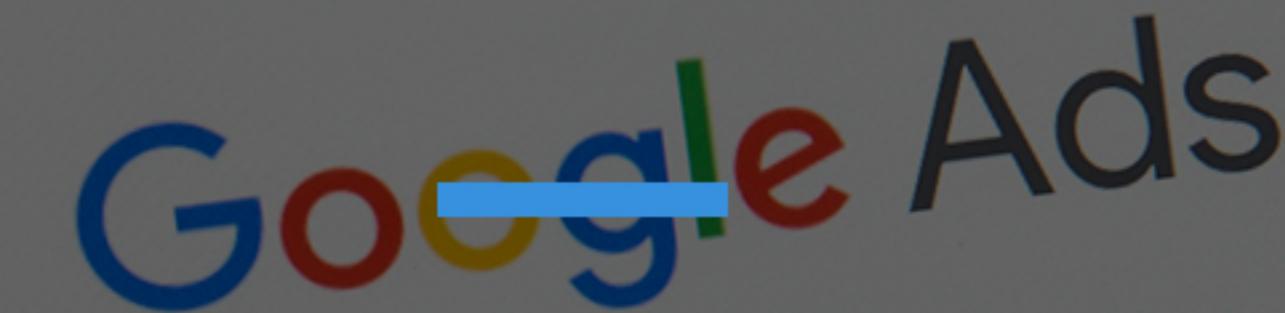
1st

placement in the local
Google Maps searches

	Keyword	SERP Features	27 Aug	Diff	CPC	Vol.
<input type="checkbox"/>	1. boynton beach pool automation	★ 📸	1	0	n/a	n/a
<input type="checkbox"/>	2. pool maintenance boynton beach fl	📍 ★ 🎥 📸	1	0	n/a	30
<input type="checkbox"/>	3. pump repair boynton beach	📍 ★	1	0	n/a	n/a
<input type="checkbox"/>	4. pool repair in boynton beach	📍 ★ 📸	1	0	n/a	10
<input type="checkbox"/>	5. boynton beach pool filter repair	📍 ★ 📸	1	0	n/a	n/a

A photograph of a person's hands clasped together over a stack of papers on a desk. A laptop and a keyboard are visible in the background.

GET IN TOUCH

The Google Ads logo, featuring the word "Google" in its signature blue, red, yellow, and green colors, followed by "Ads" in a smaller, dark blue sans-serif font.

— GOOGLE ADS —

CASE STUDIES

We get cost-effective orders from our AdWords spend every day and the number of orders continues to grow, **increasing at 15% a year** — Wiggly Wrigglers

Steps to Reach The Top

Timeline of your marketing campaign

First Step

First, we perform in-depth market research and competitor analysis, and explore your value propositions.



Second Step

Tracking code setup and implementation so we can track conversions on your campaign.



Third Step

Next, we select keywords, write compelling ad copy, select valuable ad extensions, and build a campaign structure.



Fourth Step

It's go time. Now that you have reviewed the PPC campaigns, it's time to enable them.



Fifth Step

A team of certified AdWords/Bing experts will optimize your account to gradually improve performance and ROI.

Problem

The customer wanted to generate more leads for his local air condition business. He was not getting enough business to keep his team busy all day. He was used to paying around \$200 per lead using Yelp and Yellow Pages advertising.

Solution

We decided to run a Google Ads campaign to target people looking for air condition service and repair searches in the local area. We were able to get him better qualified leads for \$69 per lead. We also focused on high end keywords that would produce the best ROI.

Key Metrics

140%

savings on lead cost

\$69

cost per lead

41%

conversion rate

		Campaign	Budget ?	Status ?	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ? ↓	Avg. Pos. ?	Conversions ?	Cost / conv. ?	Conv. rate ?	Search Impr. share ?	Search Lost IS (budget) ?
	●	🔍 AC Service/Repair (Optimized)	\$352.25/day	Limited by budget ?	603	21,363	2.82%	\$26.80	\$16,163.06	1.7	227.00	\$71.20	37.65%	60.93%	29.11%
	●	🔍 Call Only Ads (Optimized)	\$404.31/day	Limited by budget ?	219	21,470	1.02%	\$33.25	\$7,282.15	1.6	112.00	\$65.02	51.14%	61.23%	25.43%
		Total - all enabled campaigns			822	42,833	1.92%	\$28.52	\$23,445.21	1.7	339.00	\$69.16	41.24%	61.08%	27.27%

Problem

The customer wanted to generate more leads for her local dog training and daycare business. She was only generating leads from local referrals and networking events. She was struggling because she didn't have a steady stream of new leads coming in on a daily basis.

Solution

We decided to run a Google Ads campaign to target people looking for dog training and daycare searches in the local area. We were able to get her a steady stream of qualified leads for \$43 per lead. We also focused on high end keywords that would produce the best ROI.

Key Metrics

3.14%

click through rate

\$43

cost per lead

15%

conversion rate

	● ↴	Campaign	Budget ?	Status ?	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. Pos. ?	Conversions ?	Cost / conv. ?	Conv. rate ?	Search Impr. share ?
□	●	🔍 Dog Trainer	\$61.43/day	Limited by budget	5,983	210,132	2.85%	\$7.45	\$44,593.56	1.3	888.00	\$50.22	14.84%	64.14%
□	●	🔍 Dog Boarding/Daycare	\$55.91/day	Limited by budget	1,401	45,933	3.05%	\$5.20	\$7,283.25	2.0	131.00	\$55.60	9.35%	33.01%
□	●	🔍 Dog Trainer - New	\$303.84/day	Eligible	1,426	24,546	5.81%	\$3.83	\$5,461.94	1.7	134.00	\$40.76	9.40%	61.71%
		Total - all enabled campaigns			8,810	280,611	3.14%	\$6.51	\$57,338.75	1.4	1,153.00	\$49.73	13.09%	57.05%

Problem

The customer wanted to generate more leads for their international moving business. They ran an ads campaign in the past and were generating leads for \$450 per lead. Even though this lead cost was profitable for them, it was still way too high.

Solution

We decided to re-create a new Google Ads campaign to target people looking for a moving company to Hawaii, from the USA. We were able to get them qualified leads for \$78 per lead. We also focused on high end keywords that would produce the best ROI.

Key Metrics

2.39%

click through rate

\$78

cost per lead

20%

conversion rate

		Campaign	Budget	Status	Campaign type	Campaign subtype	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conversions	Cost / conv.	Conv. rate	All conv.	View-through conv.	Labels
	●	🔍 Search - Moving	\$83.16/day	Eligible	Search Network only	All features	53	2,213	2.39%	\$16.22	\$859.91	1.3	11.00	\$78.17	20.75%	11.00	0	--
		Total - Search	\$83.16/day				53	2,213	2.39%	\$16.22	\$859.91	1.3	11.00	\$78.17	20.75%	11.00	0	

Problem

The customer never did any digital advertising. They were a referral-based company for over 20 years. Once they expanded, they realized they didn't have enough business to sustain their new overhead.

Solution

We decided to create a new Google Ads campaign to target people looking for local catering company or wedding venue. We were able to get them qualified leads for \$44 per lead. We also focused on high end keywords that would produce the best ROI.

Key Metrics

1.42%

click through rate

\$44

cost per lead

15%

conversion rate

		Campaign	Budget ?	Status ?	Impr. ?	Clicks ?	CTR ?	Cost ?	Avg. CPC ?	Avg. Pos. ?	Conversions ?	Cost / conv. ?	Conv. rate ?	Search Impr. share ?	Search Lost IS (rank) ?	Search Lost IS (budget) ?
	●	🔍 Search / Catering	\$68.48/day	Limited by budget ?	4,088	126	3.08%	\$851.69	\$6.76	2.2	19.00	\$44.09	15.32%	15.05%	25.66%	59.29%
	●	💻 Remarketing	\$1.46/day	Limited by budget ?	20,079	217	1.08%	\$78.72	\$0.36	1.1	3.00	\$26.24	1.38%	--	--	--
		Total - all enabled campaigns			24,167	343	1.42%	\$930.41	\$2.71	1.3	22.00	\$41.66	6.45%	15.05%	25.66%	59.29%
		Total - all campaigns	\$69.94/day		24,167	343	1.42%	\$930.41	\$2.71	1.3	22.00	\$41.66	6.45%	15.05%	25.66%	59.29%
		Total - Search			4,088	126	3.08%	\$851.69	\$6.76	2.2	19.00	\$44.09	15.32%	15.05%	25.66%	59.29%
		Total - Display			20,079	217	1.08%	\$78.72	\$0.36	1.1	3.00	\$26.24	1.38%	--	--	--

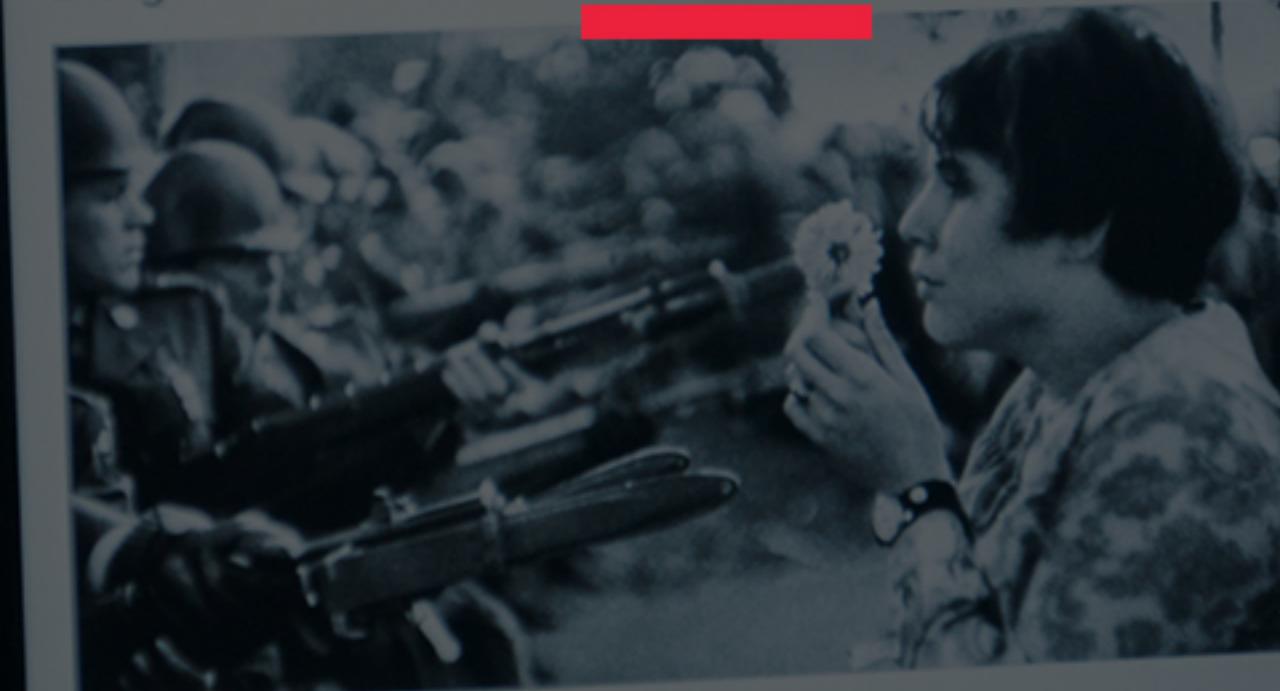
A photograph of a person's hands clasped together over a stack of papers on a desk. A laptop and a keyboard are visible in the background.

GET IN TOUCH

— FACEBOOK ADS —

CASE STUDIES

We share the story behind Marc Riboud's famous image.



Behind the Image: Protesting the Vietnam War with a Flower • Marc Riboud • Magnum Photos
magnumphotos.com

Steps to Reach The Top

Timeline of your marketing campaign

First Step

First, we perform in-depth market research and competitor analysis, and explore your value propositions.



Second Step

Tracking code setup and implementation so we can track conversions on your campaign.

Third Step

Next, we select demographics, write compelling ad copy, select valuable objectives, and build a campaign structure.



Fourth Step

It's go time. Now that you have reviewed the Facebook campaigns, it's time to enable them.

Fifth Step

A team of Facebook Ad experts will optimize your account to gradually improve performance and ROI.



Problem

The customer was originally running a Facebook campaign and getting leads for over \$160 per lead. This cost per acquisition was too high for the product they were selling.

Solution

Within the first 30-days of running our highly optimized Facebook campaign, we were able to bring down their cost to \$40 per lead. We were also able to create a traffic objective campaign and get them clicks to their website for 6 cents per click.

Key Metrics

75%

savings on lead cost

286%

savings on traffic cost

27,824

unique website visitors

Account Overview		Campaigns		1 selected		Ad Sets for 1 Campaign		Ads for 1 Campaign		Columns: Performance		Breakdown		Export	
	Campaign Name		Delivery	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Frequency	Unique Link Clicks			
<input type="checkbox"/>	Epoxy	<input checked="" type="checkbox"/>	Active	Using ad set ...	29,817 Link Clicks	201,549	331,054	\$0.06 Per Link Click	\$1,802.18	Ongoing	1.64	27,744			
<input type="checkbox"/>	SA - Property Maintenance (Form Fill)	<input checked="" type="checkbox"/>	Active	Using ad set ...	16 Leads (Form)	8,374	11,856	\$40.05 Per Lead (Form)	\$640.85	Ongoing	1.42	86			
▶ Results from 2 campaigns				—	216,518 People	342,969 Total	—		\$2,443.36 Total Spent		1.58 Per Person	27,824 Total			

Problem

The customer never ran a Facebook campaign before and was interested in generating leads for their local medical spa. Their average cost per acquisition to generate a lead was \$280 through traditional marketing methods.

Solution

Within the first 30-days of running our highly optimized Facebook campaign, we were able to generate them leads for \$32 from 1 campaign. We also created another campaign and got them over 7,500 video views for their new commercial promoting their new location.

Key Metrics

200%+

savings on lead cost

7,500

unique video views

6

cents per video view

Facebook Ad Campaign Performance Report														
Campaign Overview		Ad Set Details			Performance Metrics									
Campaign ID	Name	Ad Set ID	Ad ID	Delivery	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Frequency	Unique Link Clicks	3-Second Video Views
CP-2023-08-27	Instagram Post: NON-SURGICAL NOSE JOB 🌟 ❤️ ...	AS-2023-08-27	A-2023-08-27	Active	\$1000	Link Clicks	916	27,083	\$0.58 Per Link Click	\$527.20	Aug 27, 2018	1.34	886	—
CP-2023-09-04	Post: "NEW LOCATION, SAME GREAT SERVICE!!! ...	AS-2023-09-04	A-2023-09-04	Active	\$1000	10-Second ...	6,830	24,536	\$0.06 Per 10-Sec...	\$434.29	Sep 4, 2018	2.16	317	31,722
CP-2023-09-11	SA - Botox Campaign	AS-2023-09-11	A-2023-09-11	Active	\$1000	Botox Special	92	47,018	\$32.12 Per Botox Sp...	\$2,955.07	Ongoing	3.60	1,117	30,584
Results from 3 campaigns					—	People	88,791	258,827	—	\$3,916.56 Total Spent		2.92 Per Person	2,307 Total	62,306 Total

A photograph of a person's hands clasped together over a stack of papers on a desk. A laptop and a keyboard are visible in the background.

GET IN TOUCH