

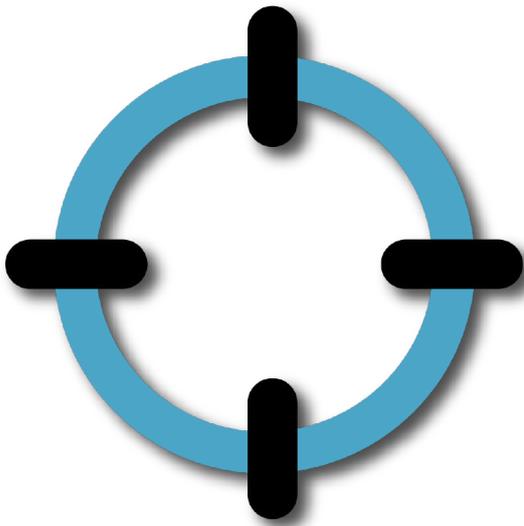
CASE STUDY CONTENTS

CASE STUDY SUMMARY

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CASE STUDY SUMMARY



SEO, Google Ads & User Experience

Consistency, credibility and versatility. These are strengths that we value about our team.

As a Search Engine Performance agency, we take pride in our teams ability to be versatile.

A successful campaign is built with:

Research: Our writers & ad experts take the time to work with you and conduct their own industry-research that informs our entire team about your specific market and digital opportunities.

Collaboration & Strategy: From web development to analytics, we work together to develop your strategy. Specific expertise offers unique insights for leveraging all strengths to meet your goal.

Implementation: Our team assigns a project manager to your portfolio. This creates accountability and clear, concise flow of information.

Genuine Care: Your account manager takes the time to review, adjust, update, pivot and report all happenings within your account. For our team, your genuine success is the true marker of a successful campaign, and that's what we hope to reflect in these case studies.



CASE STUDY

AD'S

PILE PRO'S

(NICHE INDUSTRIAL)



Leverage complimentary industry searches to educate searchers on their need for the clients services.

Overview

Client approachd us with an annual revenue target. Services are located within a defined geographic region, providing piling foundations for various types of construction projects.

The objective for the client was to establish more website traffic, a brand identity and generate tangible sales with a reportable ROI on advertising investment.

12 month fixed term

Success Indicators

- + 60% of annual revenue target met within the first 5 months of ad campaign.
- + 4 split test applications of landing page
- + 750% increase to traffic generated by targeted advertising
- + 1900% increase in phone calls & messages from website in first 4 months



Measurements of Success

All Ads and SEO campaigns have many ways of measuring success. We choose to showcase the success points that are aligned with the client's targets. It is important to us that our clients meet their goals & that's why success is measured by goals satisfied.

CASE STUDY

AD'S & SEO



CREE LAKE LODGE

(TOURISM & HOSPITALITY)

ADS & SEO PARTNERED TOGETHER FOR LONG-TERM AND IMMEDIATE DIGITAL RESULTS.

THE CLIENT:

Cree Lake Lodge is a fly-in fishing lodge in Northern Saskatchewan. The Lodge offers guided trophy-trout and pike fishing as well as self-chartered reservations .

THE ISSUE:

Although Cree Lake itself is a world-class trophy fishing destination, the Ontario fishing lodge industry dominates search engines with regards to “Canadian Fishing”. Cree Lake Lodge has succeeded through word-of-mouth business and would prefer to not become “marketing” focused. They want to remain client-oriented.

THE SOLUTION:

Blogs & SEO that focus on creating human-led stories for new and old clients to experience Cree Lake Lodge online. Interviews that support search engine strategy without compromising the human experience.

Ad Campaign respecting that quality and sustainable SEO takes time, we developed a search ad campaign for immediate competitive results + display campaigns to reconnect with previous visitors and develop a brand relationship with Cree Lake Lodge.

Success Indicators

- + Develop email mailing list & sustainability plan for ongoing email marketing (training provided)
- + 33.27 % increase to backlinks in 2 months
- + 13 booking inquiries in a 3 month period
- + 710% increase to traffic from ads
- + 200% increase to web calls & messages from ads

We take the time to create a solution to digital advertising that fits your goals. No two businesses are exactly alike, so neither are the strategies used to create success. We work within budgets and leverage existing metrics to create the best possible solution for our clients.

CASE STUDY
SEO**ASCEND
MOUNTAIN YOGA
(TOURISM / HOSPITALITY)****Overview**

This client targeted highly niched and competitive keywords (active SEO competition from direct competitors in industry). Primary focus being kundalini yoga, Calgary yoga and yoga retreats.

12 month campaign

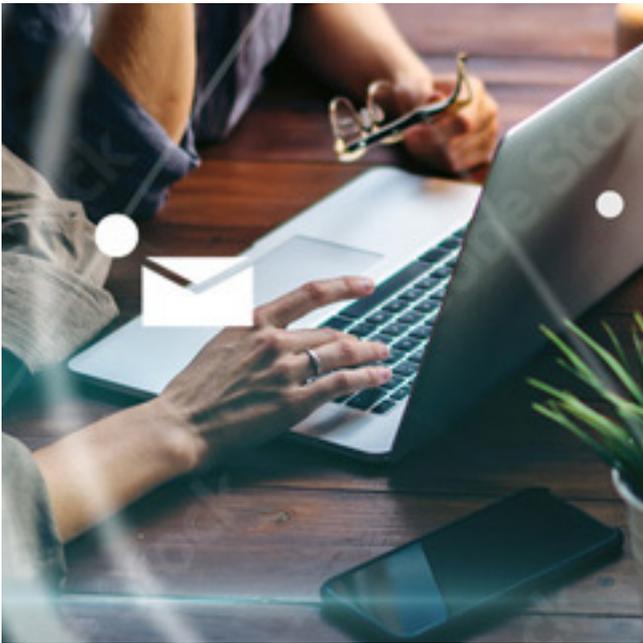
Success Indicators

- + **652%** increase to organic traffic throughout span of 12 months
- + Front Page ranking across multiple searches
- + Full Registration for 2021 and 2022 retreat seasons
- + **14%** increase to domain authority
- + Over **35** backlinks established. Both organically and intentionally.

CASE STUDY SEO



MAVREK SOLUTIONS (OIL & GAS)



***Bringing in-person
business connections
online to leverage SEO
success***

Overview

Development of a campaign strategy optimized for a short window of time. Key priorities include establishing presence on search engines and adding credibility to authorization ranking in algorithms.

We chose a strategy that has a long-lasting impact. By developing links we can ensure that the work put in continues working well beyond the date of publication.

3 month campaign
(recommended 12 months for efficacy)

Success Indicators

- + 15 new links developed on external websites to direct traffic to client site.
- + 3 Blog Publications
- + 420% increase to new organic traffic at peak of campaign
- + 4% increase to organic domain authority



Peak of Campaign?

A short SEO campaign will yield sustainable development (ex. organic domain authority), however, when a SEO campaign is short lived, website traffic will typically peak and then reduce back to a more sustainable level.

An SEO campaign is like a signal being waved to Search Engines that let's them know you're active. When that activity stops, the Search Engine will prioritize more active spaces instead of you. That's why fixed term campaigns have peaks.

WEB FUNNELS & UX

WEBSITE DESIGN & DEVELOPMENT

Overview

Paying for Ads or SEO is great...if your website is ready to support people in their journey to purchase.

If a website is confusing or simply lacks opportunities for people to effortlessly convert from traffic into paying customer, the website is not doing its job.

UX (User Experience) Design creates a visually engaging experience + a streamlined shopping and purchasing experience for users.

Our UX Team is made up of both UX Designers, Front-End Developers & Backend Software Developers. They offer the following services:

- ◆ Custom Web Design & Digital Branding
- ◆ Advanced Backend Code & Scripts for SEO
- ◆ Sales Funnels
- ◆ Website Audits to Identify Pain Points for Users

Examples of Work

+ www.industrial-force.ca

+ www.enrichedalignment.com

+ www.nuwaveindustries.com

+ www.mavrek.ca

+ www.stayfocusd.ca

WHY WE DO NOT USE TEMPLATES

To put it simply, you're not paying us to play fill in the blank. Our UX Design team takes everything they know about your business, generates intelligence about your market and customers and then designs from there.

Also, when you use a template, there is not a lot of control to how the search engine will prioritize code (because it's not always simple to make adjustments to another developer's design).

That's why we only build custom designs. Because that's what you're paying for.



PAID-AD TIMELINE OF SUCCESS

Ever wondered what it takes to create an ad-campaign that actually works?

Search Engine Performance is a marathon, not a sprint. Whether it's paid-ads or SEO, there is considerable strategy involved. After implementation we fine tune based on data. It's worth it to invest in a long-term mentality.

