



SEO CASE STUDIES

GROWTH THROUGH GOOGLES

APRIL+CO



VIP DAY

MINI CASE STUDY

toryputnam.com





CASE STUDY

TORYPUTNAM.COM

Tory, a headshot and product photographer in San Francisco, came to me after moving to Denver. All her Google traffic was going to 1 page on her site, for one of her services.

She needed both services to rank, as well as to start ranking in her new city, Denver and for remote shoots.

I decided her best solution would be to do service location pages, created over an SEO VIP day.

She started a basic design with a few sections branded to her site, so I could quickly learn her aesthetic.

From there I built on the pages, wrote the copy, chose and optimized the images, etc. I created 3 service location pages: SF Headshots, Denver Headshots, and product photography.

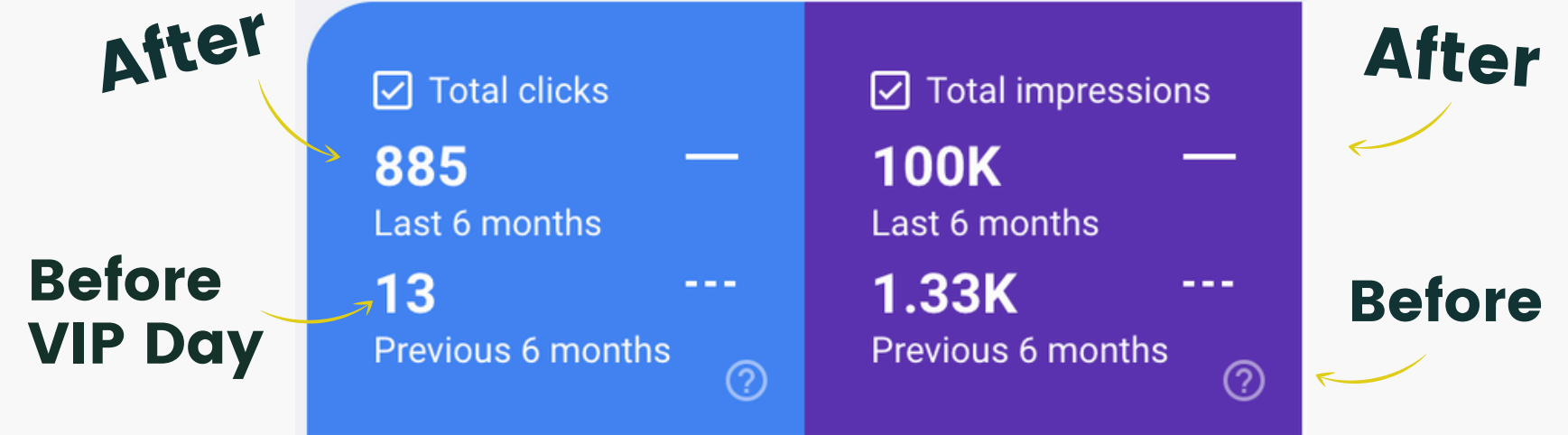
The new pages took off!

Take a look at her results



APRIL+CO

VIP Day Results



3 MONTH RESULTS POST VIP DAY

69 Google Leads

34% Leads Converted

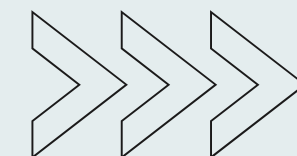
13 of those leads were from her goal location, a brand new city.

5 of those leads were for remote location requests, her second main goal going into the VIP day.



CASE STUDY

pompyportraits.com

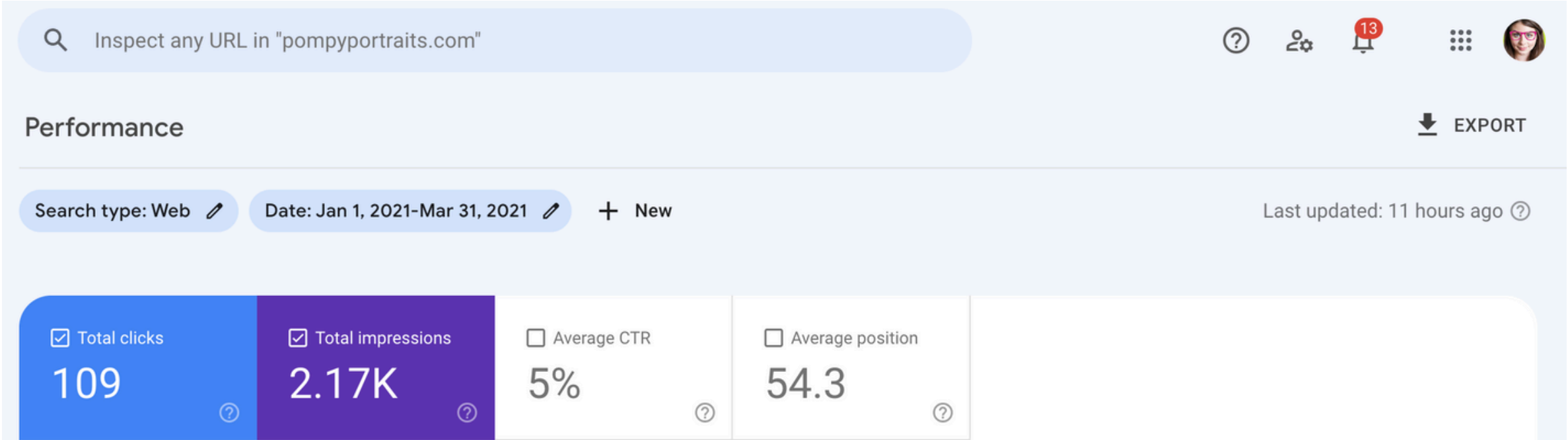


From Social to Search

Helping a local photographer break away from having to rely 100% on social media for generating sales to getting their first search-driven inquiries booked within 3 weeks.

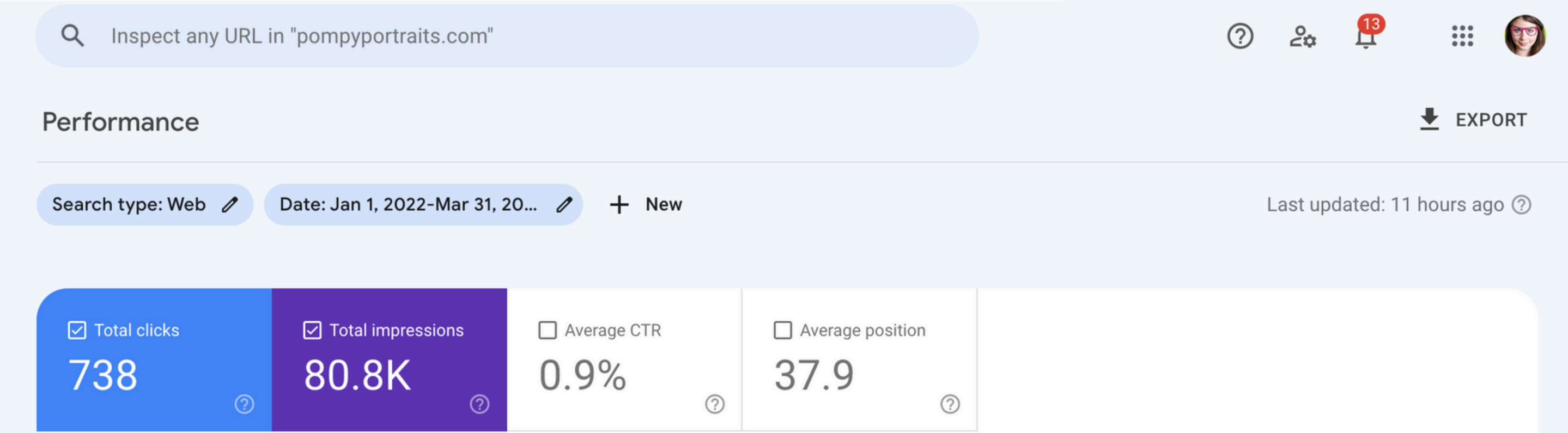


from this



this time period is from before we worked together

to this



this time period is 7-10 months after client launched her new SEO

from this

QUERIES	2021
Top queries	
pompy portraits	—
photo booth rental jacksonville fl	
videographer jacksonville fl	✗
pompy	
photography	✗
portraits photography	✗
photographers in jacksonville fl	✗
photos near me	✗
photo booth jacksonville	
photo booth rental jacksonville	

Most leads came from people already searching for her

Doesn't offer video

Not niched in search

Doesn't do portraits

Not niched in search

Not niched in search

to this

QUERIES	2022
Top queries	
pompy portraits	
boudoir photography	✓
boudoir photography jacksonville fl	✓
jacksonville boudoir photography	✓
boudoir photography near me	
maternity photoshoot	✓
maternity photography jacksonville fl	✓
boudoir photography jacksonville	✓
jacksonville boudoir	✓
boudoir photo shoot	✓

Top Niche!

Top Niche & City

Top Niche & City

Second Top Niche!

Second Top Niche & City!

Top Niche & City

Top Niche & City

Top Niche!

Client Goals



+ RANK PAGE 1 ON GOOGLE

+ RANK 1 CITY, 3 NICHES

+ 50% LEADS FROM SEARCH

Services Provided



CONVERSION RATE OP.



SEO AUDIT & STRATEGY



KEYWORD RESEARCH



ON-PAGE SEO



**SEO EDITING &
COPYWRITING**

STEP 1

DISCOVERY

SEO audit, SEO strategy, keyword research, and competitor analysis. Competitor analysis.

STEP 3

OPTIMIZATION

Optimized images and copy. On-page SEO, SEO copywriting, and SEO editing.

STEP 2

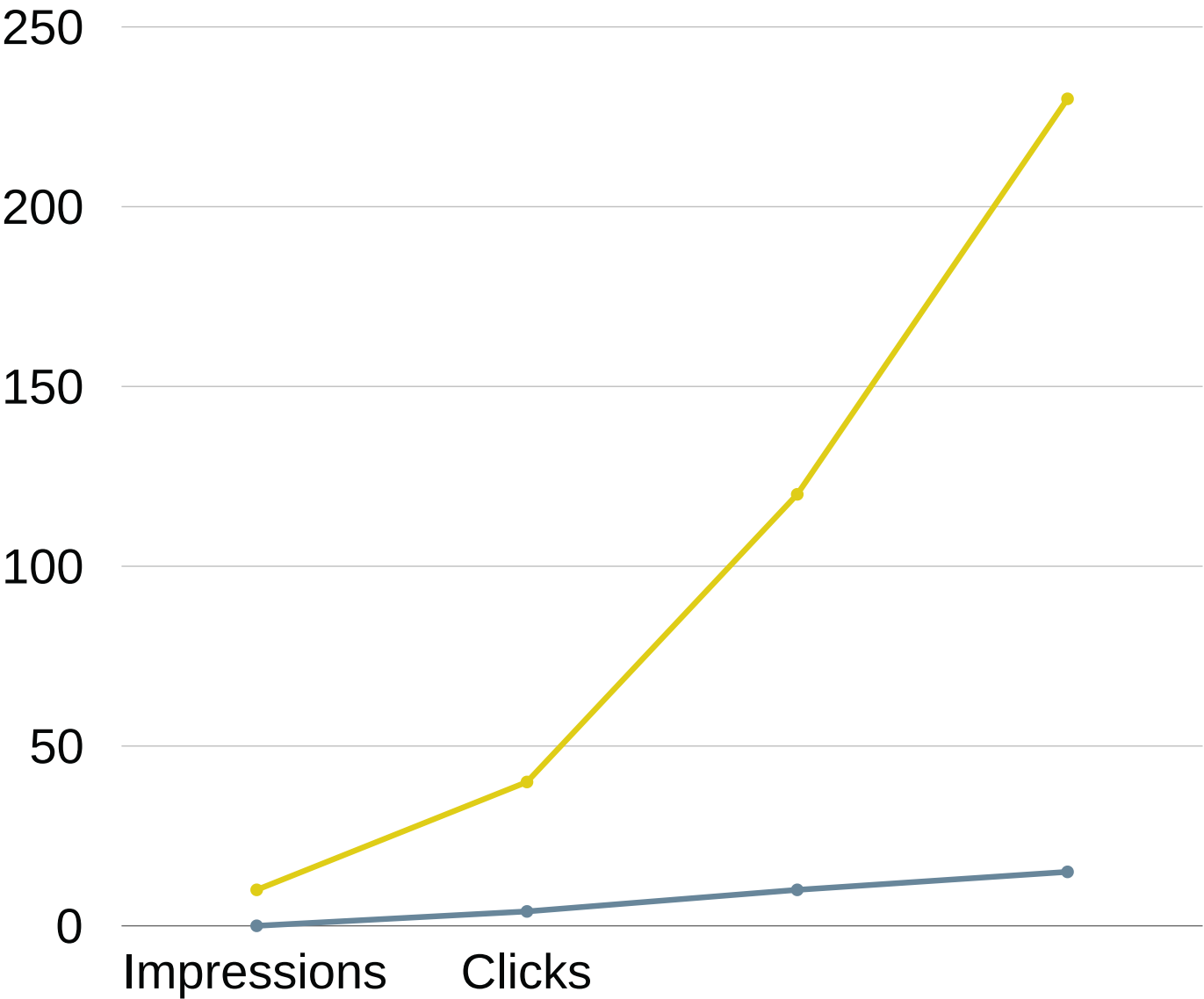
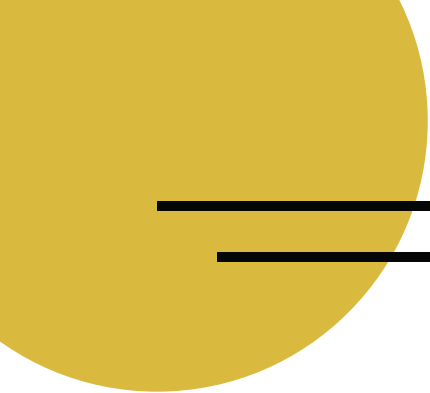
CONSULT + CONVERT

Website conversion rate optimization during site redesign, sitemap creation and design consulting.

STEP 4

LAUNCH + BOOK

Launch new website and monitor position. Client saw page 1 and 2 ranking and leads within 3 weeks.

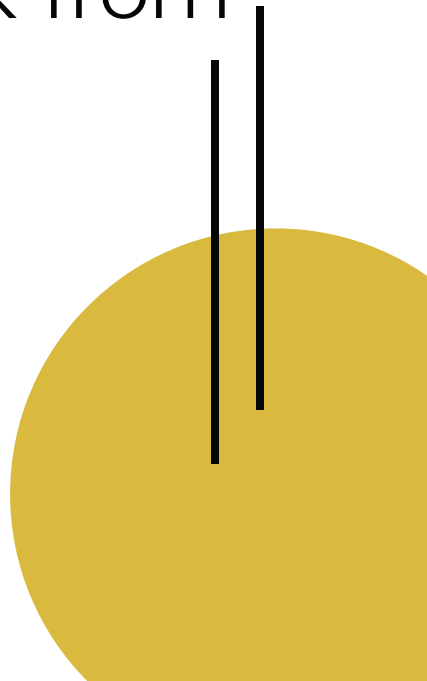


PER WEEK, MONTH 1

1 MONTH RESULTS

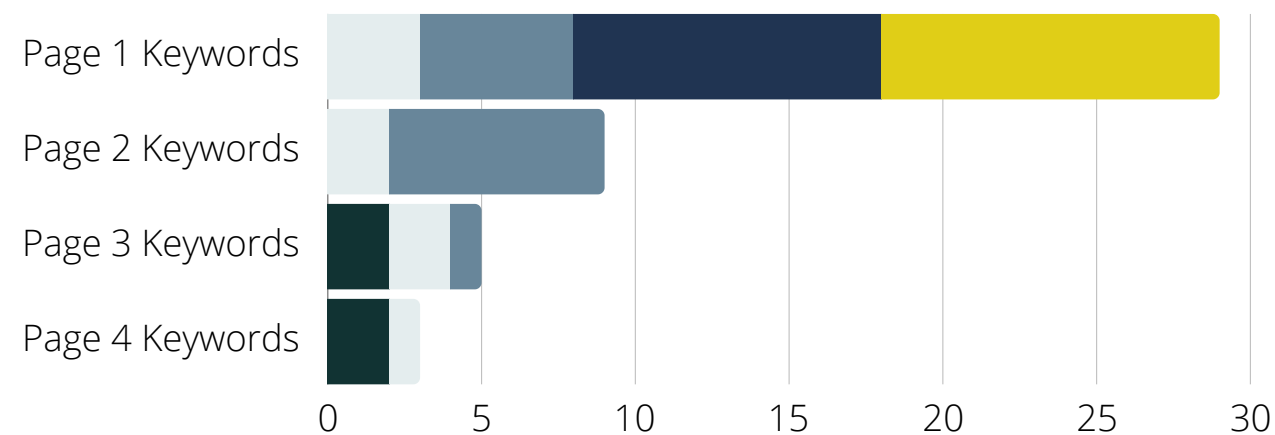
INQUIRIES + IMPRESSIONS

Within 3 weeks of launch, the client's site showed up on Google search for the first time. Client saw they were on page 1 and 2 for 5 priority keywords. The client started receiving 2 inquires a week from search by end of week 4.



9 MONTH RESULTS

EXCEEDED GOALS



Client implemented our team's blogging strategy and ongoing SEO recommendations within 2 months of launch. They saw continued increases on all 10+ priority keywords for target cities and are now on page 1, positions 1-3. They reached their goal of 50% leads from organic search, and that SEO leads convert the highest for her. In 2022, we are working on their Pinterest strategy to drive even more traffic/leads.



SEO, COPYWRITING & WEB DESIGN MINI CASE STUDY

Multi-Destination Wedding Photographer

(NYC, New England, US, Abroad)





CASE STUDY

SCHWALBSPHOTOGRAPHY.COM

Justin is a high-end destination wedding photographer and senior photographer in Connecticut, NYC, and all of New England. He wanted to break out more into the NYC area and Newport area, and get higher priced weddings.

Recently he launched a new website and saw immediate **crickets**. His SEO plummeted, wedding leads from Google completely dropped, and he stopped getting leads from Instagram.

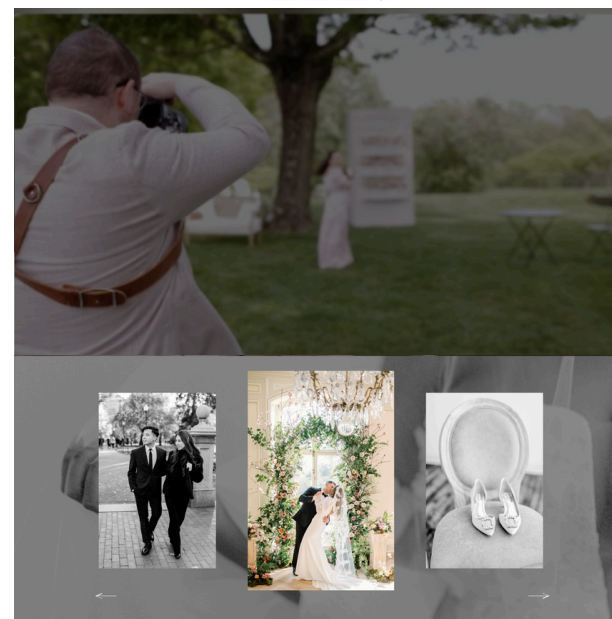
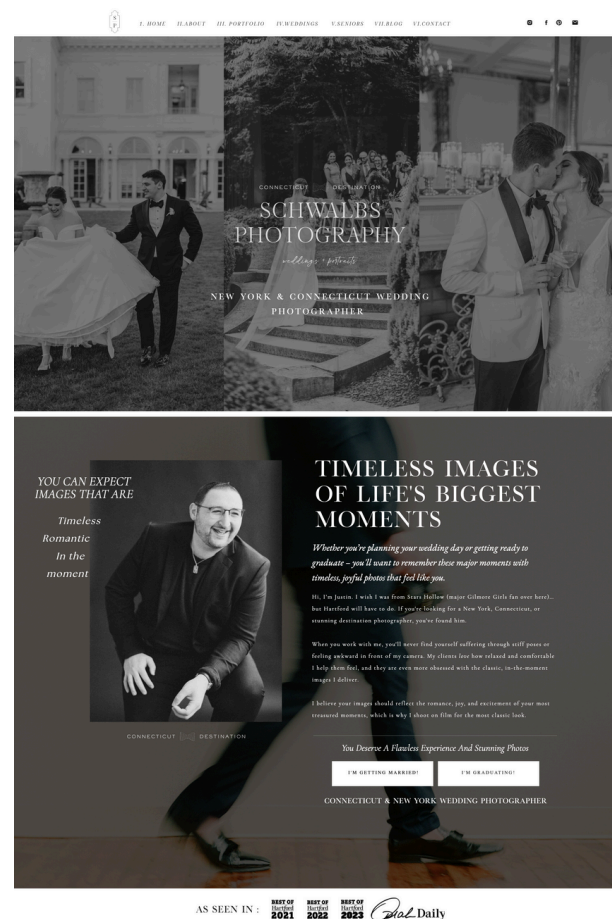
We originally discussed improving his SEO, creating location pages, and building out his portfolio. Quickly, we realized the new design was still an issue. We conducted some market research with his ideal audience and found: it was slow and the dark tones and lack of white space were offputting.

We worked with Justin to redesign the entire website within 3 weeks, wrote new copy, for his website and 12 portfolio stories, and did on-page SEO. The results were immediate **and higher-priced weddings rolled in within 3 days** (thanks to the new design) and his keywords started increasing. We're so happy for him!

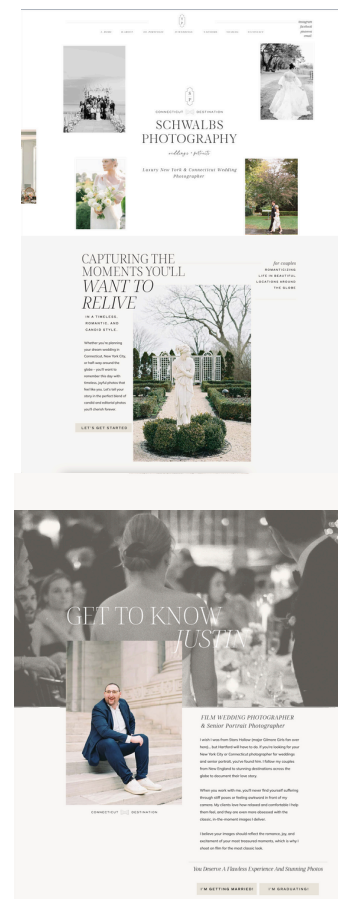
APRIL+CO

SEO, Copy & Design

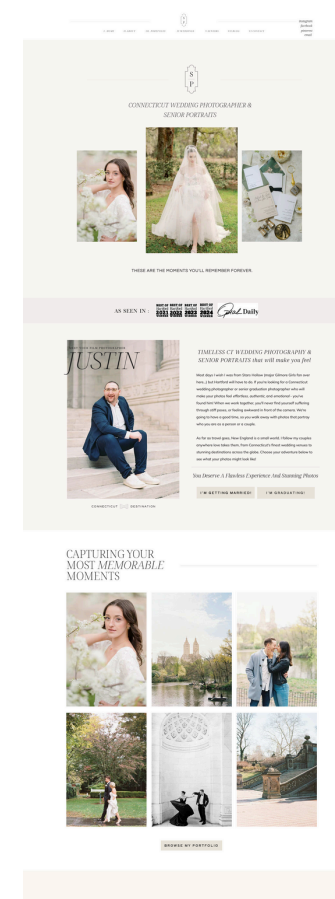
BEFORE



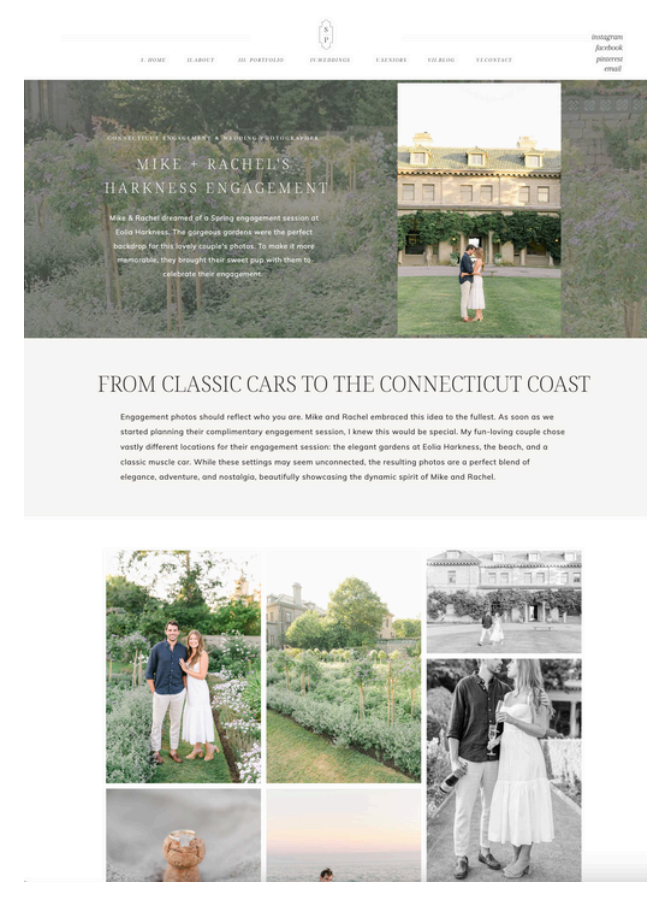
HOME



LOCATION PAGE



PORTFOLIO PAGE



AFTER

1 WEEK POST-LAUNCH RESULTS

- 4 Google Wedding Leads
- from \$10k - \$15k

2 MONTHS POST-LAUNCH RESULTS

- 50% Booked a Year in Advance
- Booking Ideal Venues & States
- Highest Revenue Month To Date



CASE STUDY

Top 4 US TV Network Partner



Search Driven Telecomm Sales

Helping a top 4 satellite TV and Internet partner double leads from search and conversions across the nation.



from this

Inspect any URL in "

?

A

Performance

EXPORT

Search type: Web

Date: Mar 1, 2021-Mar 31, 20...

+ New

Last updated: 12 hours ago

Total clicks

396

Total impressions

99.9K

Average CTR

0.4%

Average position

25.9

6 months after project. This time period is from same time period in 2021 as the screenshot below in 2022.

to this

Inspect any URL in "

1"

?

A

Performance

EXPORT

Search type: Web

Date: Mar 1, 2022-Mar 31, 2...

+ New

Last updated: 12 hours ago

Total clicks

705

Total impressions

119K

Average CTR

0.6%

Average position

25.5

this time period is from same time period in 2022

Client Goals

+ INCREASE IMPRESSIONS

+ INCREASE CALLS

+ DOUBLE SALES BY YEAR 1

Services



SEARCH STRATEGY



KEYWORD RESEARCH



ON-PAGE SEO



NATIONAL SEO



**SEO EDITING &
COPYWRITING**

STEP 1

DISCOVERY

Identify keywords and locations.
Lean into selling points. SEO
Strategy. Competitor analysis.

STEP 3

REDESIGN + RESTRUCTURE

We agreed the site needed to be
redesigned with full-site SEO,
strategic pages and copy.

STEP 2

IMPACTFUL CHANGES

Optimized images, key pages, and
blogs to get quick wins to carry us
during step 3.

STEP 4

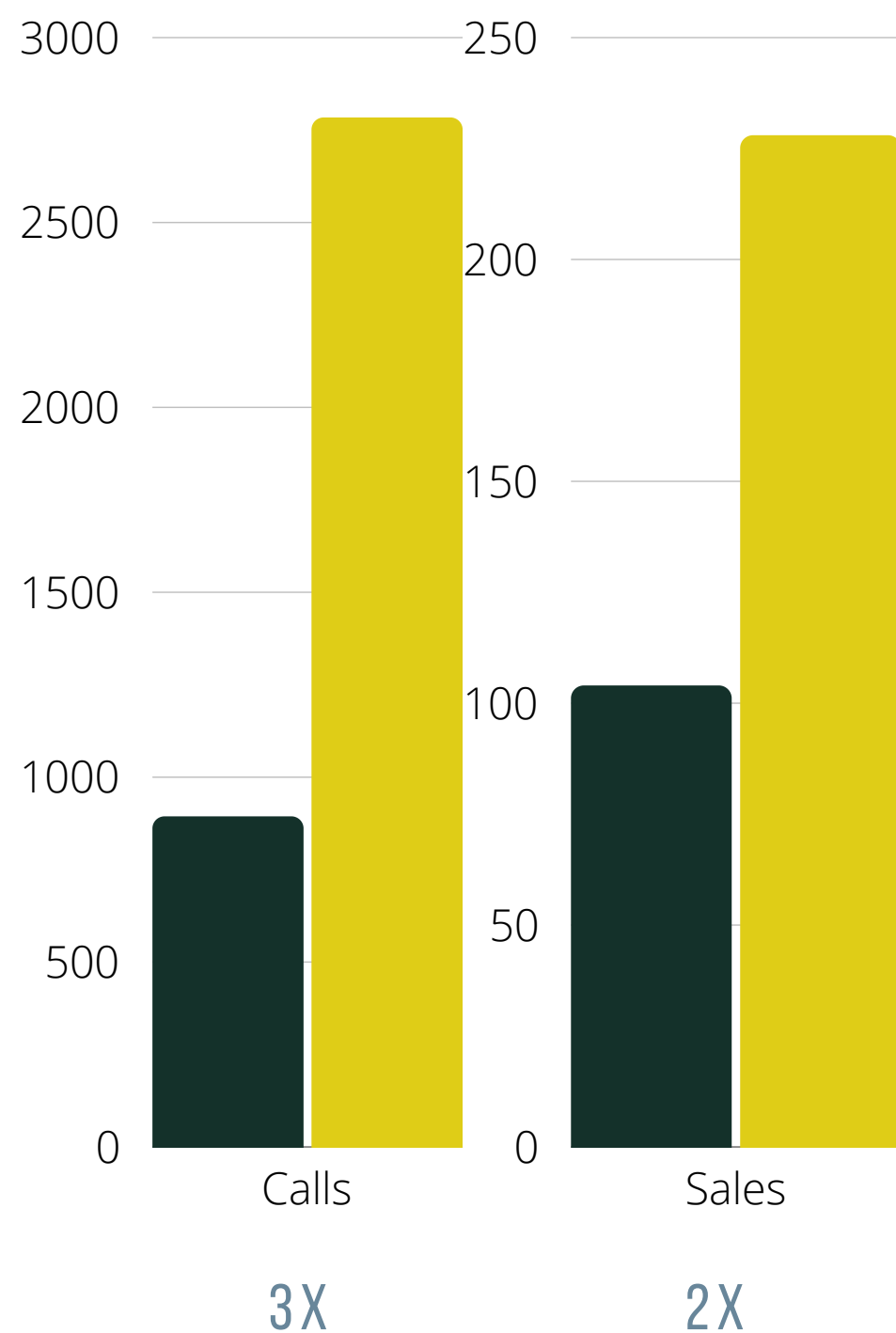
TRACK, TEST & EXPAND

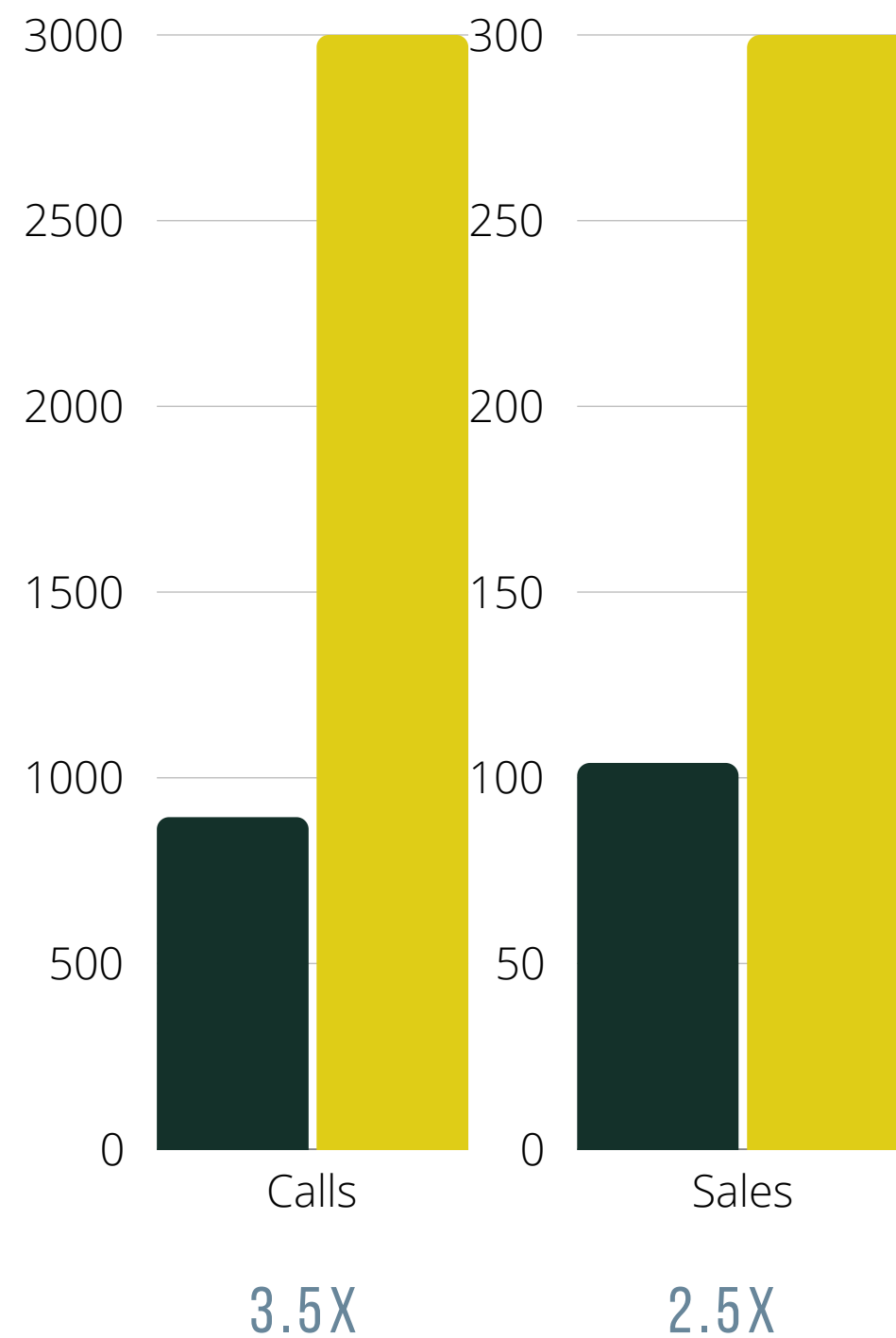
Monitor position, test additional
landing pages not within the
launch strategy and expand reach.

6 MONTH RESULTS

EXCEEDED GOALS

Within the first 6 months, we were able to see more than double the client's goals for increased impressions, tripled monthly search-driven calls, and more than doubled monthly sales.





2 YEARS LATER

DRILL DOWN + EXPAND

As an ongoing client, we've continued to drive search visibility and sales. Through a pandemic, 3 price increases, and a 15% market decrease, our client's team continues to see growth. We are now tackle local markets.

CLIENT LOVE



”

If I could put more than 5 [stars] I would. April is truly one of the best humans I have worked with! My website needed a huge overhaul! From Design to SEO, April pulled every report I needed to make sure my site was perfect for Google.

April it truly so easy to work with. I have seen Insane results with in my site, my SEO, and as well as booking and ranking! April, I cannot truly thank you enough for helping me as I am not easy that's for sure! I will also have her back as a month to month to work on blogs and backend stuff !

Thank you So much!

Justin
Schwalbs
Photography



”

My company has worked with April for 3 years. We have seen an incredible turnaround in our organic search and keyword rankings. Based on her efforts, our sales have grown 92% this last year compared to the previous year. It is hard to find great SEO management, but April has conquered our challenges and shortcomings with SEO.

Adam Stoltz



”

It's just so exciting to see my website going, and moving forward like it is, finally!

Angelica Pompy
Pompy Portraits



”

What can I say?? April was a dream to work with!

After 3 years in my copywriting business, I knew it was time to start taking my SEO seriously. I enquired with LOTS of professionals, but something in my gut told me April was the right choice, and I was right. Just as we started work together I fell pregnant and got sick, which meant that everything was delayed on my end, but April was always accomodating, kind, patient and helpful throughout the entire process. She seriously knows her stuff... even my web designer learnt new things through the process! I highly, highly recommend.



Kaitlin Valeski
No13 Collective

”

April is amazing! I am a small business owner who knows zero about SEO, which is why I came to April. She helped me understand my client on a deeper level and provided me with insight on keywords my clients are searching for.

Emily Catron
Studio 1534



ADDITIONAL REVIEWS



Tara-Lynn [Flo] Charbonneau · 1st

I Design Beautiful, Functional Websites, Build Intuitive Workflows and Create Courses & Memberships So You Don't Have To

November 22, 2022, Tara-Lynn [Flo] was April's client

April is absolutely incredible. I found her by happy accident searching for copywriting and SEO, she has changed my business. She able to support me with copy changes that were not quite up to standard, implementing a kick-butt SEO strategy and system, she is also an amazing teammate, and human being. Her work is professional, organized, streamlined, and the results speak for themselves.

Her systems are set up with ease, so you know exactly where she's at in your project. She provides regular updates, and keeps you on track (which I needed!).

I hired her for a "power hour" to help support me with pricing, marketing and strategy. The session left me feeling inspired, motivated and ready to make some real changes in my business.

Can't thank April enough for all the amazing work we've already done, and so excited to do more work with you!



Amanda Laurence

1 review

★★★★★ a month ago

I can not speak highly enough about April! As a web developer SEO is something that is so important for my clients, April is my go to when it comes to SEO I recommend her to all of my clients, and the results they get are amazing!

Thank you April for all of your hard work!! You are priceless!



Borja Zamora

2 reviews

★★★★★ a month ago

April is a rockstar in both Copywriting and SEO. Professional, knowledgeable, patient and a fantastic person to work with. Highly recommended.

ADDITIONAL REVIEWS

← sara | onelove photography <sara@onel... Thu, Jun 27, 6:05 PM ☆ ↩ ⋮
to me ▼

Hi April,

O my gosh this is wonderful! I just peeked the the new live site! Wow. You really did a fantastic job taking our site to a new **level**. I'm thrilled.

★★★★★ 5.00 Jun 8, 2022 - Jun 22, 2022



"Timely and knows her stuff. Took the brief I provided and knocked it out of the park. Our article ranked on page one less than 24 hours after it was published."

ADDITIONAL REVIEWS



Kara Hubbard

3 reviews

★★★★★ 5 days ago **NEW**

April is absolutely incredible at what she does. I came to her about 6 months ago (honestly a little dubious she was going to help me because I've been screwed so many times in the past from other contractors), but LET ME TELL YOU, APRIL IS THE REAL DEAL. I hired her to manage all of my blogging, email content, plus do a little business consulting/management/boss my business around on the side. 100% worth every single penny. She is professional, timely, her work is SOOOO SOLID, but honestly most importantly - she LISTENS to what I'm actually saying and makes adjustments accordingly. Her blogs are solid, my SEO is better than ever, my website is getting more hits than before, and my email content is converting into sales monthly. If you're on the fence, don't be, give April a chance - she's sooo worth it!!!! Thank you April!!!! You're the best!!



Angelica Pompy

10:14 AM

Blog is perfect!



Melissa Andrews

12:32 PM Dec 18

I really like this one



Rodneshia Jones

3 reviews

★★★★★ 3 months ago

My experience with April was exceptional. She was extremely patient and overly willing to go the extra mile to ensure I have what I need to reach the goals I set for the year. We drilled down on my business processes and procedures developing new workflows to automate parts of my business model I had not successfully done myself. The best part about it all is I feel very comfortable touching base with her now with questions and requests for input despite the visionary retreat being complete.



Nata Salvatori recommends **April Brown**.

February 23 ·



April is EVERYTHING! She has been so helpful from providing guidance to my business to helping me revamp my entire website. She has a ton of knowledge and you should not think twice if you need help with SEO. She is your girl!



Adam Stoltz

1 review

★★★★★ 3 months ago

My company has worked with April for 3 years we have seen an incredible turnaround in our organic search and keyword rankings. Based on her efforts our sales have grown 92% this last year compared to the previous year. It is hard to find great SEO management, but April has conquered our challenges and shortcomings with SEO.



ADDITIONAL REVIEWS



It's just so pretty! It's really, really me!

I truly cannot thank her enough. She has thought of everything for this website, as far as making sure that every single photo matches for SEO, the backend matches for SEO.....It's just so pretty. It's very, very me!

ADDITIONAL REVIEWS

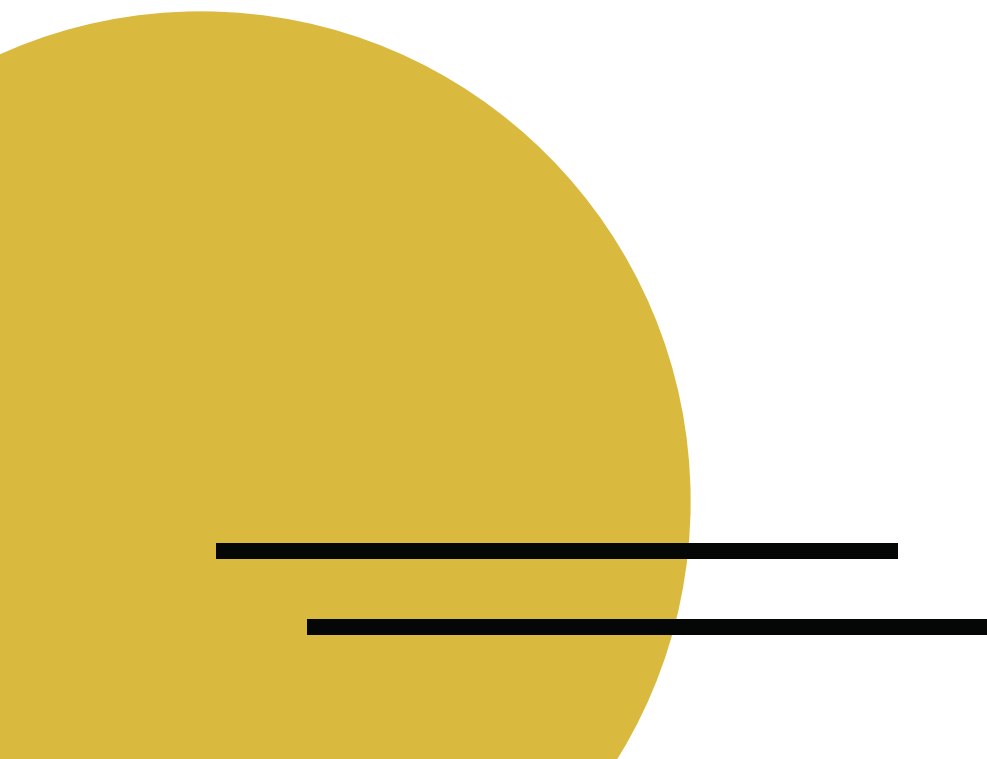


“
April is my SEO partner (white label). She helps my clients get visible and helps me create kickass names for client courses. I plan to use her on my own site redesign next month!

Amanda Laurence
Positively Creative Inc.



Ready to hire me?





Let's get you Googled. 📍

- aprilbrown.co
- hello@aprilbrown.co
- [@aprilbrown.co](https://www.instagram.com/aprilbrown.co)

APRIL+CO