



SEO CASE STUDIES

GROWTH BY GOOGLES

APRIL+CO

What Growth by Googles Means:





CASE STUDY 1

pompyportraits.com

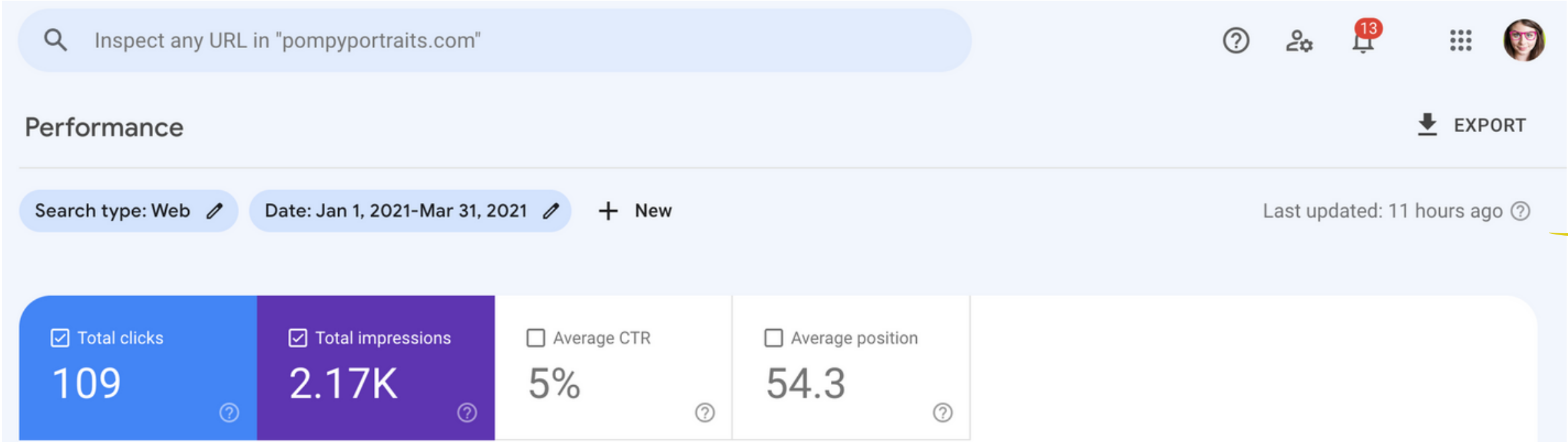


From Social to Search

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.



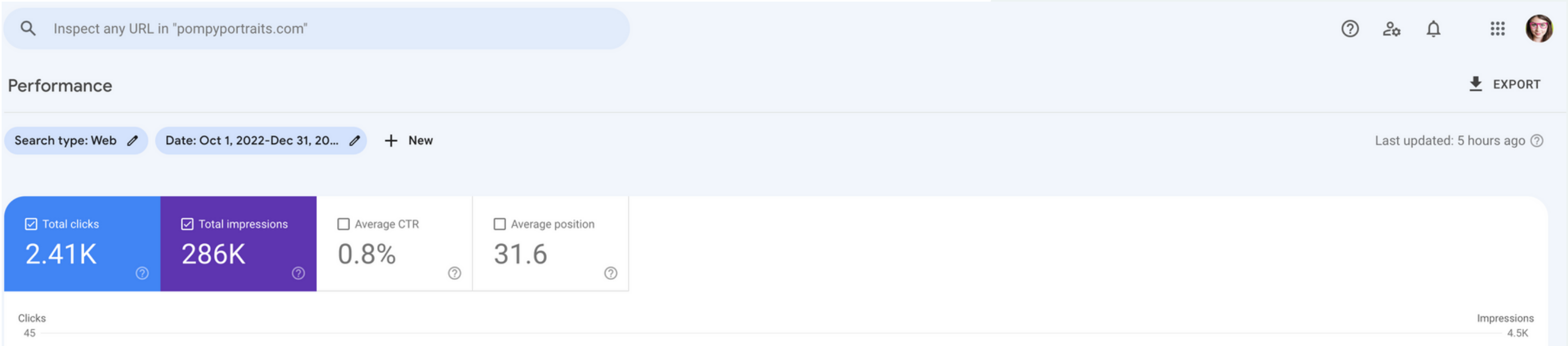
from this



this time period is from before we worked together

1-2 SEO LEADS.
1 SALE.

to this



50+ SEO LEADS.
6+ SALES.

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!

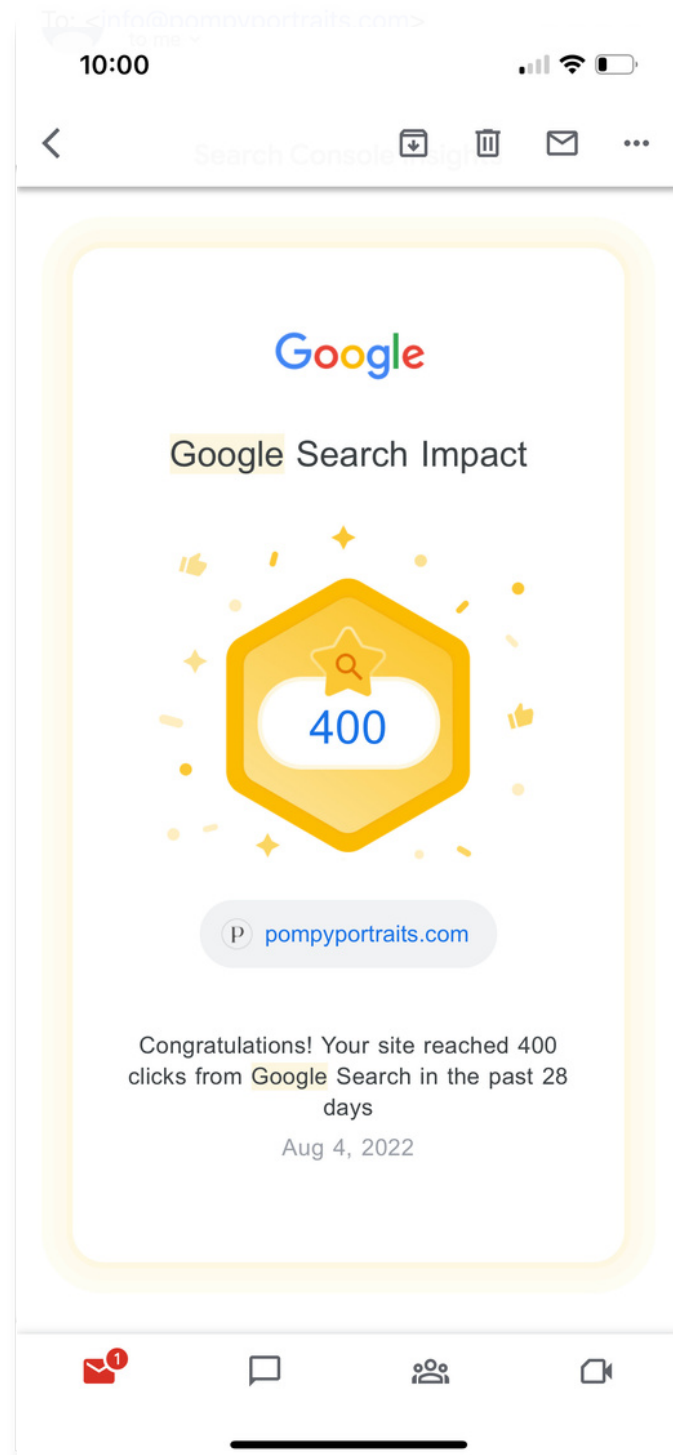
Second Top Niche & City!

Top Niche & City

Top Niche & City

Top Niche!

to this



At one-year post overhaul, my fantastic client now receives the same amount of Google traffic in 28 days that she got in 4 months prior to working with us. This Google traffic has resulted in her doubling her monthly inquiries from "Googlers".

These results were achieved with an audit, full-site SEO and CRO, and 3 months into a monthly SEO/blogging retainer.

Plus, with increased data, she's been able to learn what her Google audience is looking for vs. her social media audience. Now she can convert more leads from search as leads increase. She continues to thrive!

[WATCH HER TESTIMONIAL MESSAGE >>](#)

to this



Client Goals



+ RANK PAGE 1 ON GOOGLE

+ RANK 1 CITY, 3 NICHES

+ 50% LEADS FROM SEARCH

Services



CONVERSION CONSULTING



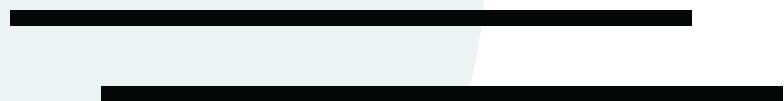
SEARCH STRATEGY



SEARCH OPTIMIZATION



CRO



STEP 1

DISCOVERY

Identify keywords across 2 locations in Florida. SEO Strategy. Competitor analysis.

STEP 3

OPTIMIZATION

Optimized images and copy. SEO on-page and off-page. Provide blogging strategy.

STEP 2

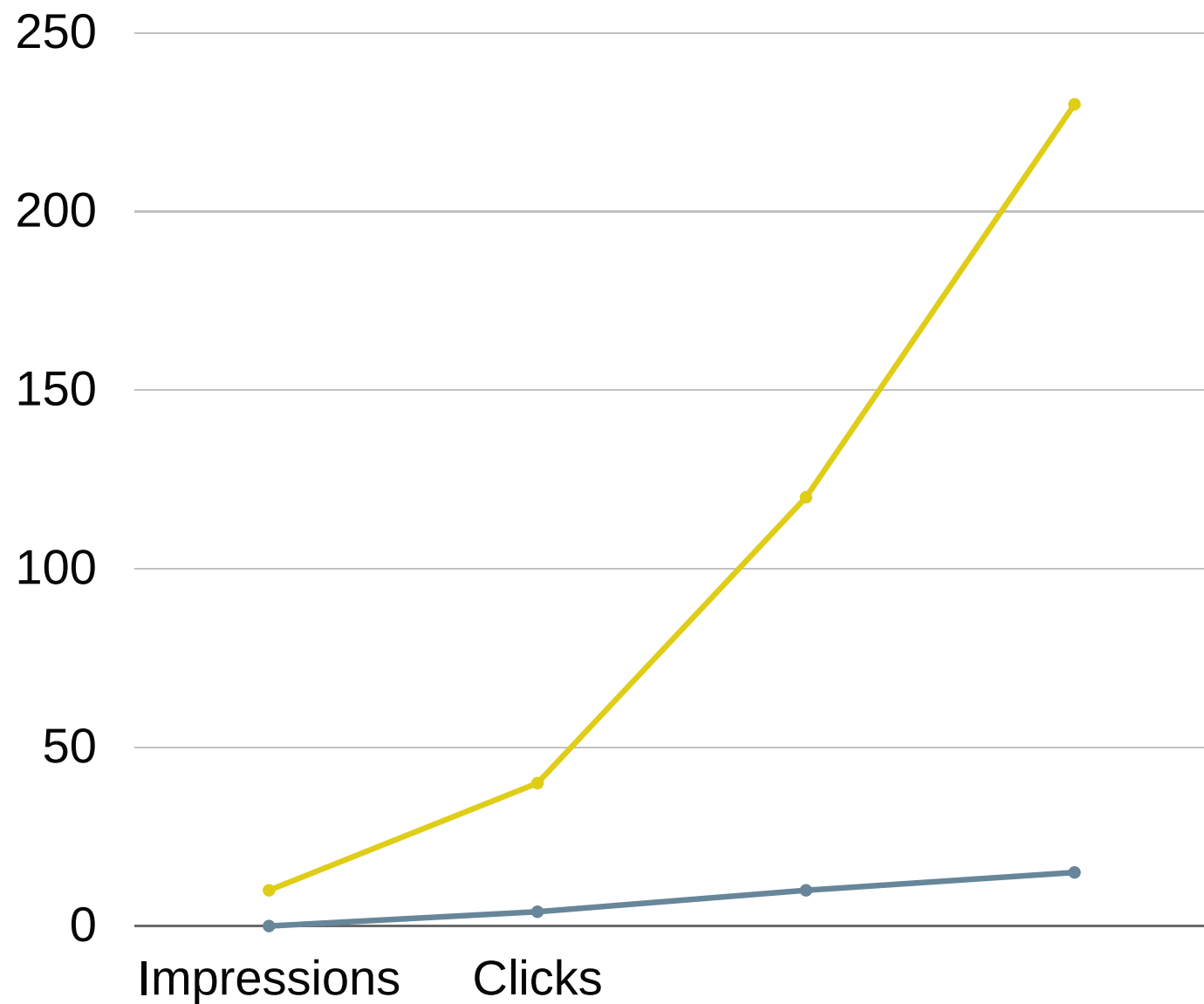
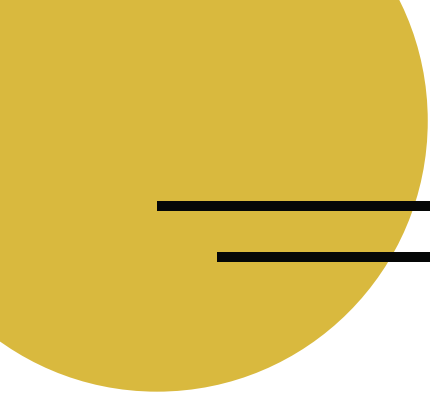
CONSULT + CONVERT

Website conversion consulting, 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.

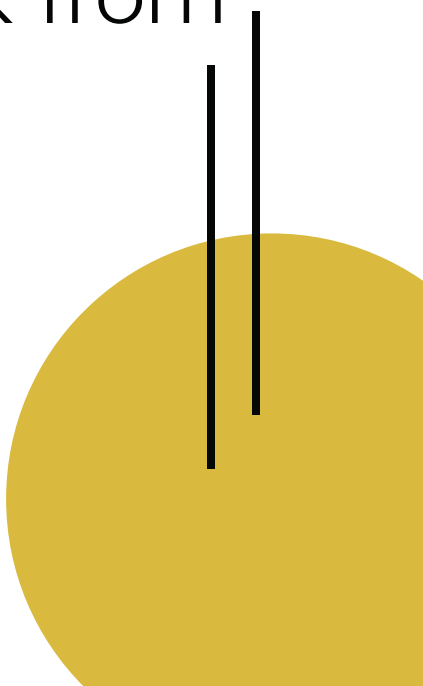


PER WEEK, MONTH 1

1 MONTH RESULTS

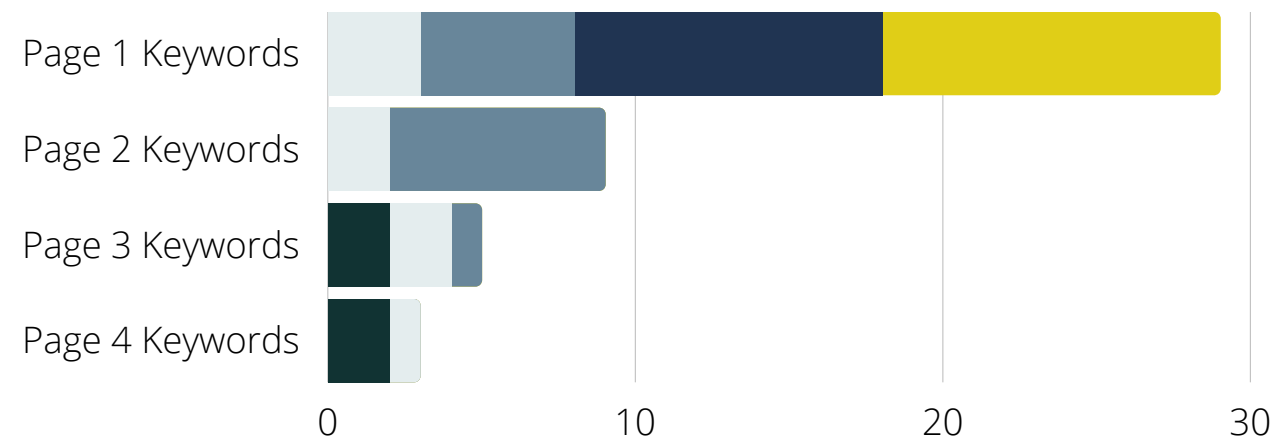
INQUIRIES + IMPRESSIONS

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 inquiries a week from search by end of week 4.



1 YEAR 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. In 2022, we started working together on a monthly retainer, focusing on blogs and portfolios, resulting in increased traffic and leads month over month.

”

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

Angelica Pompy
Pompy Portraits





CASE STUDY 2

Top 4 TV Provider Partner



Search Driven Telecomm Sales

Helping a top 4 satellite TV and Internet partner increase by 92% sales from searches across the US.



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

this time period is from a 31 day period in 2021

to this

Inspect any URL in "all"

?

A

Performance

EXPORT

Search type: Web

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

+ New

Last updated: 5 hours ago

Total clicks

1.23K

Total impressions

199K

Average CTR

0.6%

Average position

22.8

this time period is from a 31 day period in 2022

Client Goals

+ INCREASE IMPRESSIONS

+ INCREASE CALLS

+ DOUBLE SALES BY YEAR 1

Services



SEARCH STRATEGY



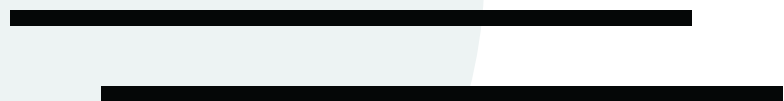
SEARCH OPTIMIZATION



WEB DESIGN + DEV



CRO



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 strategic pages
and copy.

STEP 2 IMPACTFUL CHANGES

Optimized images, key pages, and
blogs to get quick wins.

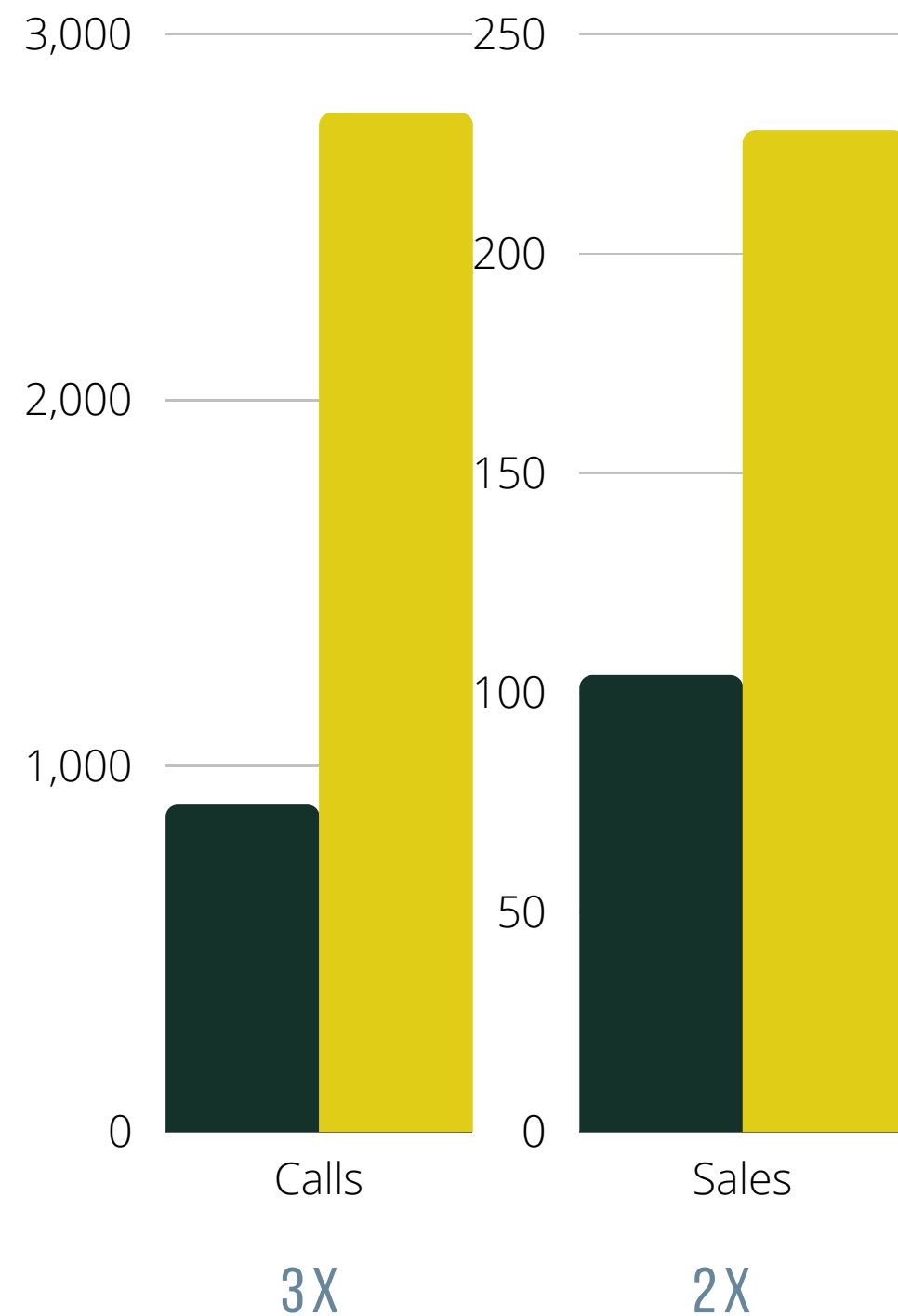
STEP 4 TRACK, TEST & EXPAND

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

6 MONTH RESULTS

EXCEEDED GOALS

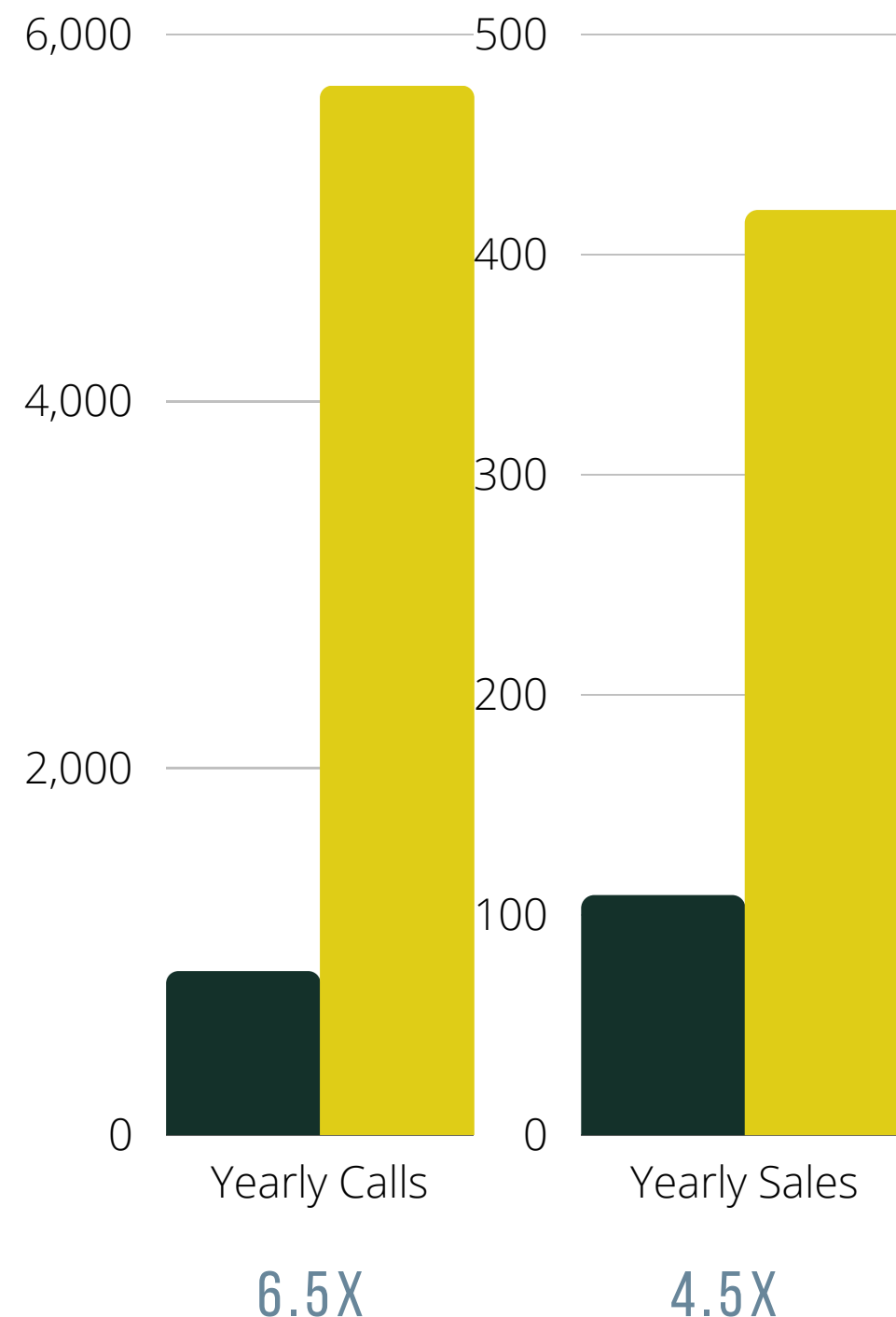
Within the first 6 months, we were able to see more than double the client's goals for increased impressions, tripled monthly search-driven calls, and more than doubled monthly sales.



3 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 tackling local markets and higher conversion keywords. In 2022, we doubled SEO sales from the year before. In the 3 years we've worked together, they have gone from 27 SEO-driven sales/yr to over 780/yr.



”

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

Marketing Director at
Top 4 TV Provider



CLIENT LOVE



”

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.

★★★★★ 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



ADDITIONAL REVIEWS

★★★★★ 5.00 May 9, 2022 - May 17, 2022

"I was happy to use this service before April becomes very popular and very busy on [REDACTED]. My former attempts to get an SEO audit for my blog were just screenshots from online automated tools. But with April things were completely different. The SEO blog audit she did for my blog was priceless. I got a long video (full movie time) with a ton of recommendations and tips on how to improve SEO on my blog. I highly recommend her service. Thank you, April. I am looking forward to using your service again."

★★★★★ 5.00 Apr 27, 2022 - May 9, 2022

"April was amazing to work with! Really happy with the final product and I am planning to work with her again soon."

ADDITIONAL REVIEWS



Carla Williams Johnson ★ recommends **April Brown**.

February 23, 2018 · 🌐

What can I say about April except for the fact that she's awesome!! She is extremely knowledgeable and a genius at what she does.

Her unique ability to explain even the most complex of terms offers her clients what they need the most: the clarity and the confidence to take their business to the next level. Not to mention she does it all with a smile on her face and a spring in her step. 💎

Any serious business owner needs to have her on their team if they truly want to succeed. I highly recommend you make contact with her....you WILL NOT regret it!!!

5 stars



Mary Way Huszcza ★ recommends **April Brown**.

March 1, 2019 · 🌐

April helped me trouble shoot a few things on my website that had me banging my head against the wall. She was able to efficiently handle what was taking me forever to do on my own. She kept me updated every step of the way. I will definitely be using her again!

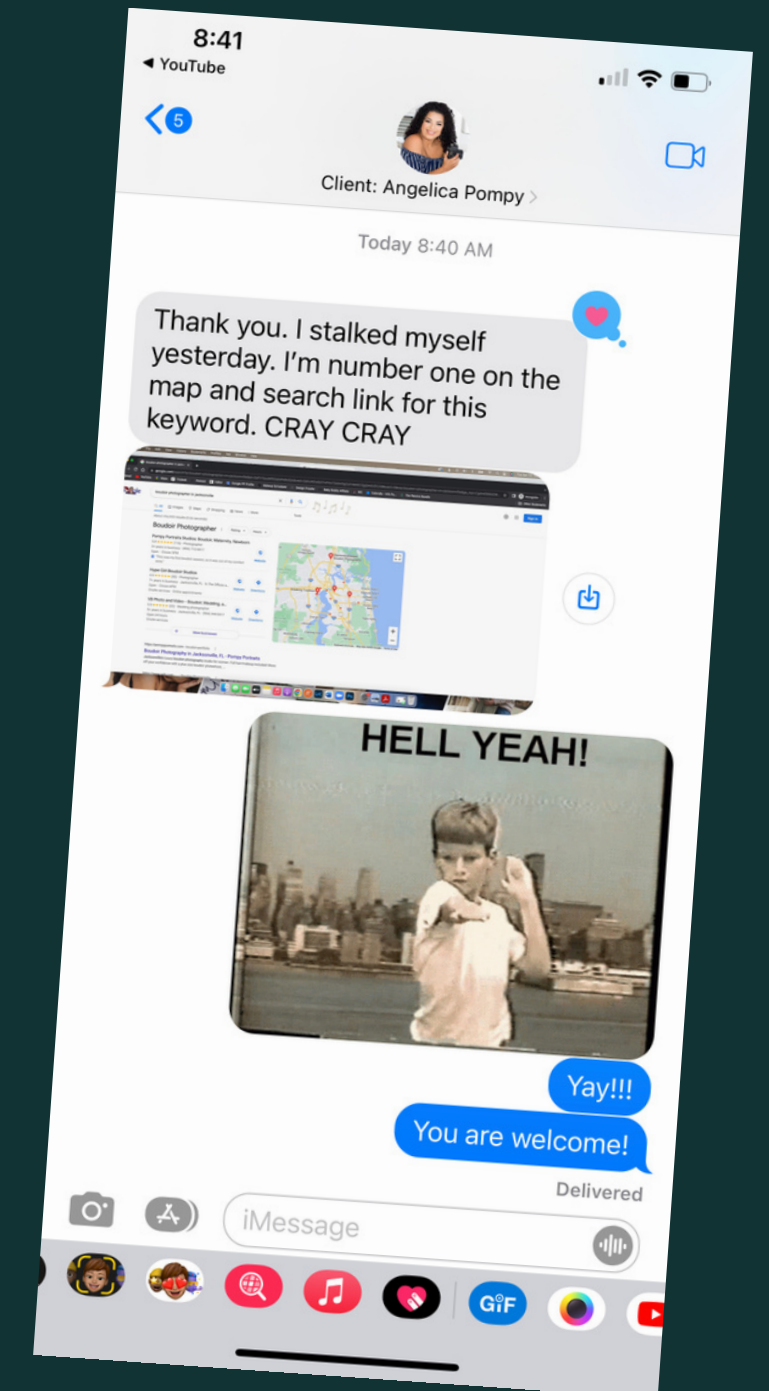
❤️ April Brown



Alex Taylor ★ recommends **April Brown**.


April 15, 2018 · 🌐

April is wonderful!! I'm just starting out in my entrepreneurial journey and she was able to help me find so much clarity in how to communicate with my audience. Specifically, she helped me with my landing page - I had a good start but after talking with April, I had so much more clarity in what my audience really wants. We brainstormed different strategies on how to do market research in simple, effective ways. I had so many "ah-ha" moments when talking with April! Everything we talked about will be applicable to future projects I'll be working on. THANK YOU for all your help and guidance!





ADDITIONAL REVIEWS


Like Reply 2d

 Adam Robert Cortez
Rachel Barbic highly recommend April. She has helped us on multiple projects.



Love Reply 2d

  2

Like Reply 2d

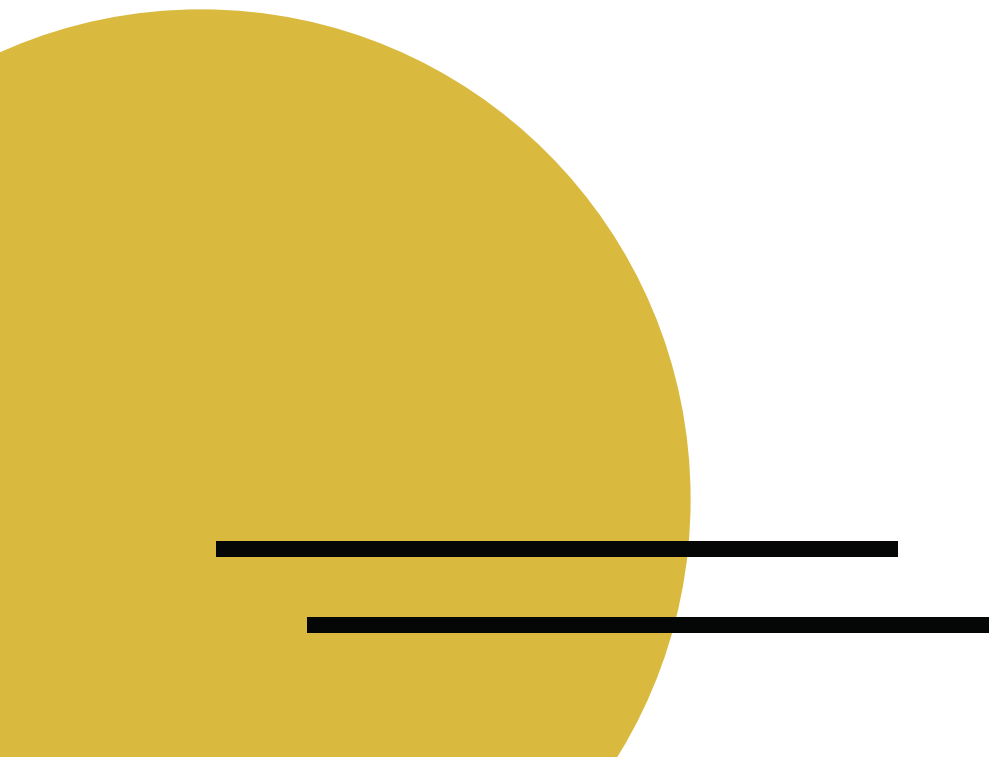
 Amanda Laurence
April Brown Ohhh I was just going to recommend April for this!! she is amazing glad she posted here first!! She does all of my client's SEO I can't recommend her enough!!

Love Reply 2d

  2

I would love you to be our next success story!

Are you ready?





Let's get you Googled. 📍

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

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