

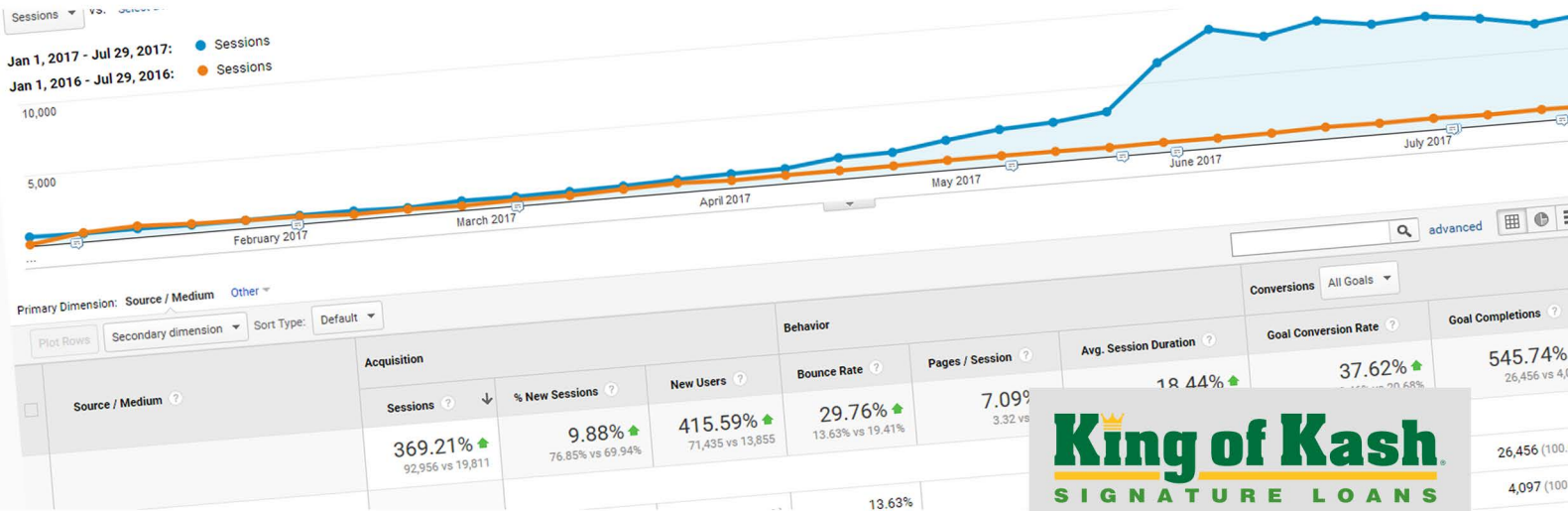


{ DECISIVE » DESIGN }

MARKETING | DESIGN | DEVELOPMENT

SEO CASE STUDY 1

INCREASED GOOGLE ORGANIC TRAFFIC BY 374% AND ORGANIC CONVERSIONS BY 539% IN 12 MONTHS.



Founded in 1978, King of Kash provides low-risk, affordable signature loans to residents in MO, WI, NM, UT, and DE.

King of Kash has earned their reputation of being a friendly, honest, and convenient service provider by building a high quality financial services organization on a solid foundation of integrity and fairness.

They have helped thousands of their customers get the money they need, when they need it.

INVESTING IN SEO SOLIDIFIED THEIR ONLINE PRESENCE AND COMPETITIVE EDGE

- Created localized geographic pages for physical locations
- Optimized Google My Business listings
- Created authoritative articles to broaden organic footprint
- Resolved outstanding on-site SEO issues
- Guest Blog posts on industry websites
- Boosted content marketing efforts on social media
- Optimized website speed and load times
- Streamlined user experience



+374% ORGANIC TRAFFIC
(+75,000 VISITORS)



+422% VISITS FROM NEW USERS



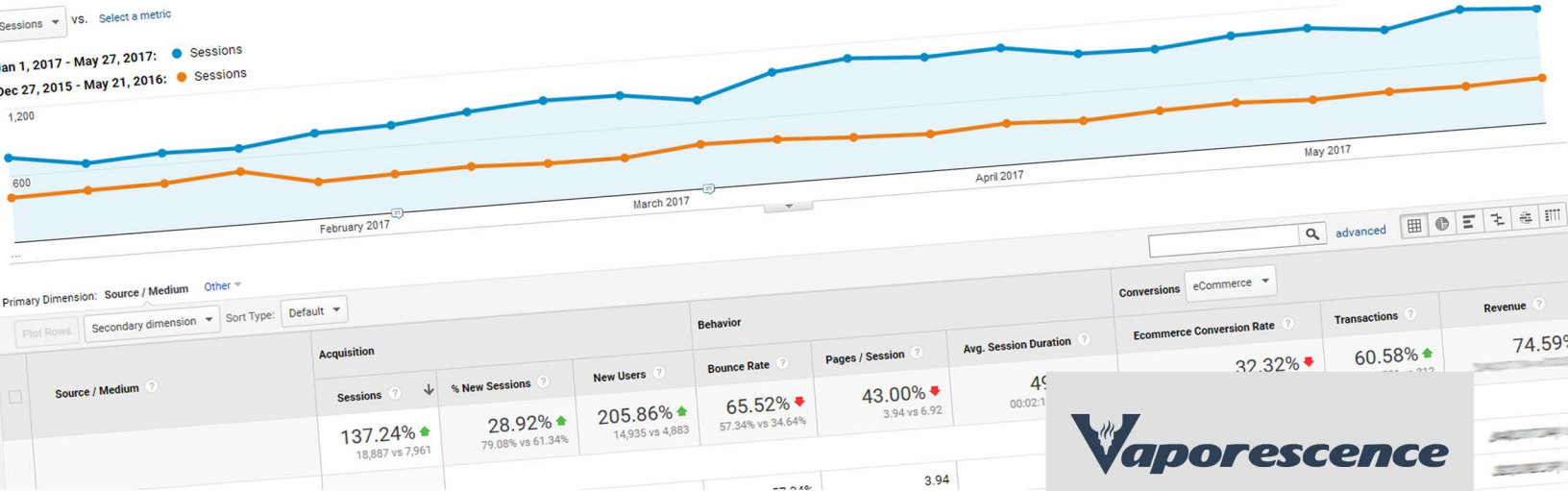
+35% ORGANIC CONVERSION RATE
(28% CONV RATE)



+539% ORGANIC CONVERSIONS
(22,000+ NEW LEADS)

SEO CASE STUDY 2

INCREASED GOOGLE ORGANIC TRAFFIC BY 137%, CONVERSIONS BY 61%, & REVENUE BY 75% IN 11 MONTHS.



INVESTING IN SEO SOLIDIFIED THEIR ONLINE PRESENCE AND COMPETITIVE EDGE

- Created localized geographic pages for physical locations
- Optimized Google My Business listings
- Created authoritative articles to broaden organic footprint
- Resolved outstanding on-site SEO issues
- Guest Blog posts on industry websites
- Boosted content marketing efforts on social media
- Optimized website speed and load times
- Streamlined user experience



Established in 2009, Vaporescence began with one simple goal. Help people put down their cigarettes.

Vaporescence prides itself on teaching new customers about their new products, usage, and proper maintenance of their vape equipment. They exclusively sell their own blends of eLiquids that have been manufactured in the USA.

Whether you want to put down your cigarettes or are a long time vaper, Vaporescence can help.



+137% ORGANIC TRAFFIC



+206% VISITS FROM NEW USERS

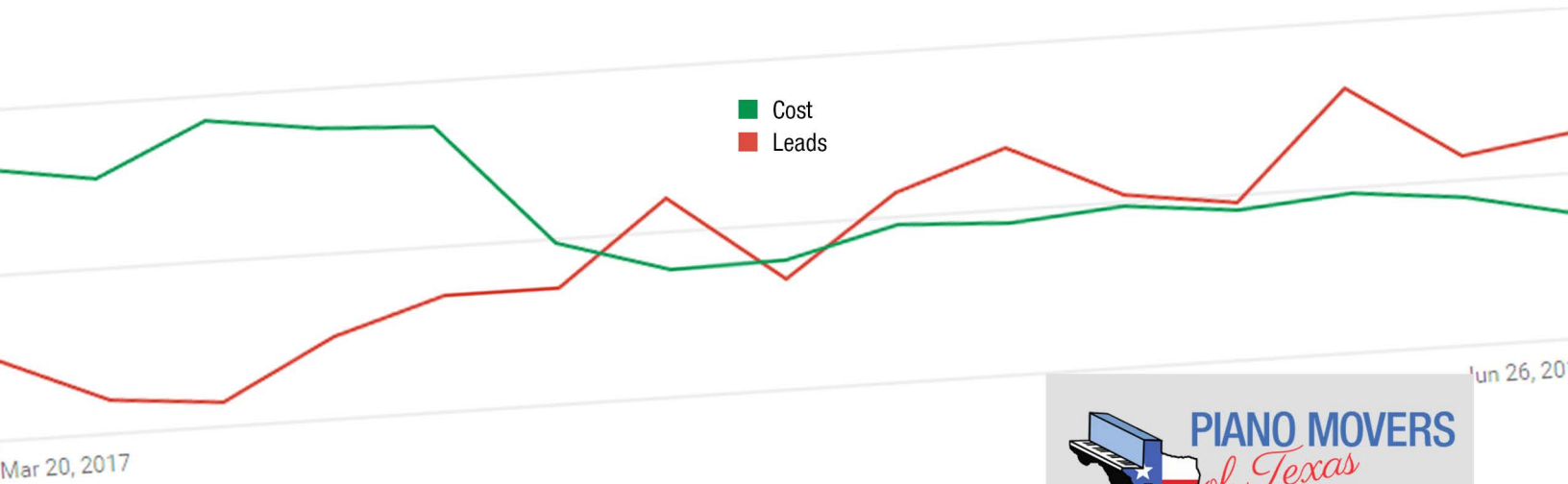


+75% ORGANIC REVENUE



+61% ORGANIC CONVERSIONS

INCREASED LEADS BY 117% AND DECREASED COST BY 50% IN JUST 3 MONTHS



BRINGING IN PROFESSIONALS TO OPTIMIZE CAMPAIGNS DOUBLED CONVERSIONS AND HALVED COST!

- › Audited existing account and history extensively
- › Terminated non-performing campaigns, ad groups, keywords
- › Created negative keyword lists to avoid unnecessary spend
- › Configured proper conversion and analytics tracking
- › Ongoing cost-per-click optimization
- › Ongoing ad position optimization
- › Ongoing A/B testing
- › Optimized ad schedule



Piano Movers of Texas has been moving and storing pianos in the DFW area for the last decade.

They have built their business on having friendly, well seasoned staff members that are prompt to respond to your needs.

Whether you have an upright, baby grand, or grand piano, Piano Movers of Texas has the expertise and experience to move it safely to your desired destination.



**+117% LEADS
GENERATED**



**+7.3% CLICK-
THROUGH-RATE**



**-50% TOTAL
AD SPEND**



MAKINGITHAPPEN@DECISIVEDESIGN.COM
FACEBOOK.COM/DECISIVEDESIGN