



DIGITAL MARKETING 2019-2020 CASE STUDY

STARTED EVOLVING | 09/03/2018

MARKETING GOALS



01/04
**MAXIMIZE VISIBILITY
 IN SEARCH**



02/04
**DESIGN SEO & USER-
 FRIENDLY WEBSITE**

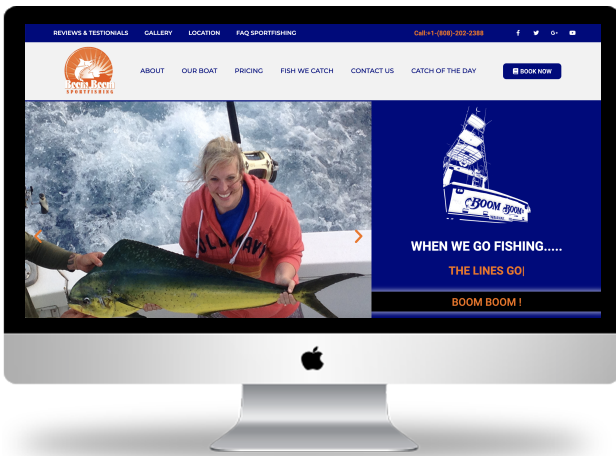


03/04
**IMPLEMENT ANALYTICS
 TRACKING & METRICS**



04/04
**BOOST DIGITAL
 CONVERSIONS**






AELIEVE'S SOLUTION



02/03 APPROACH

Clean, Professional Website Redesign
 Implement Advanced SEO Techniques
 Apply Local SEO Best Practices
 Create Easily Navigable, User-friendly Site
 Hierarchy
 Analytics Tracking & Metrics

01/03 PRODUCTS

-  Aelieve One CMS
-  Aelieve Search One
-  Conversion Optimization
-  Digital Ads Management
-  Aelieve Analytics One

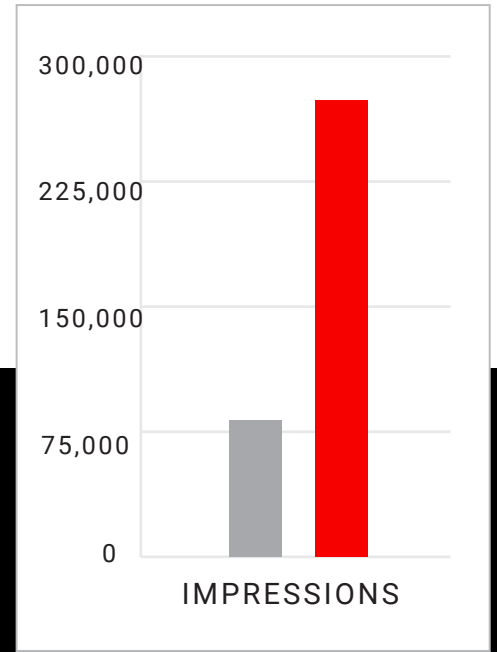
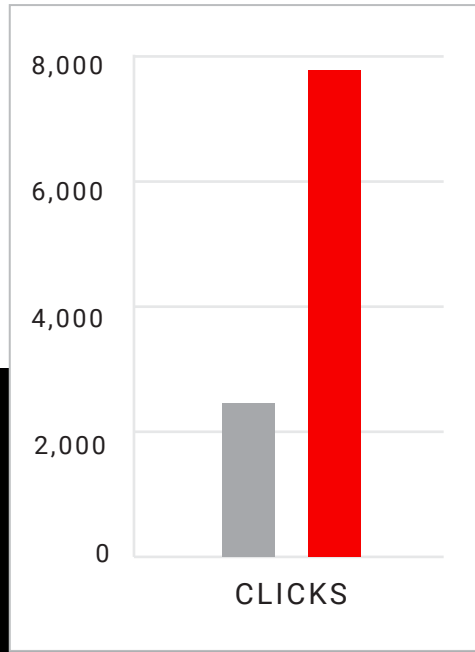
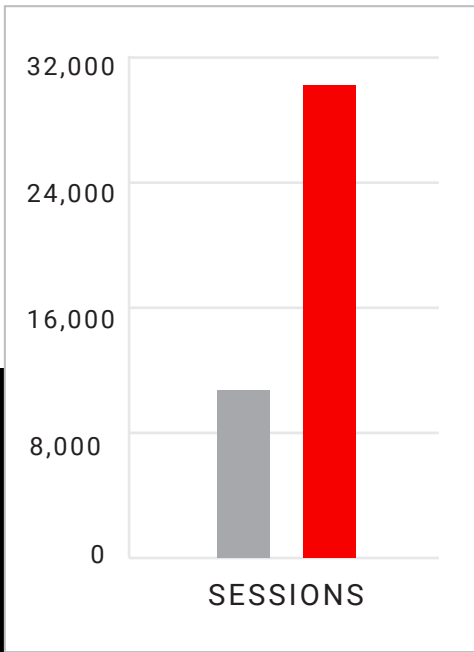
03/03 STRATEGY

Refine website hierarchy, design, and implement speed optimization.

Execute SEO best practices to ensure search engines are able to read and rank Boom Boom's webpages.

Create advanced methodology digital ads campaigns

RESULTS



SESSIONS

CLICKS

IMPRESSIONS

↑ **170%**

↑ **193%**

↑ **248%**

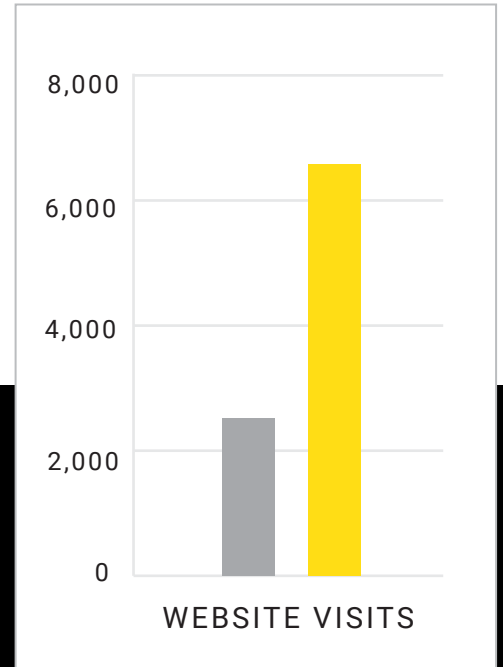
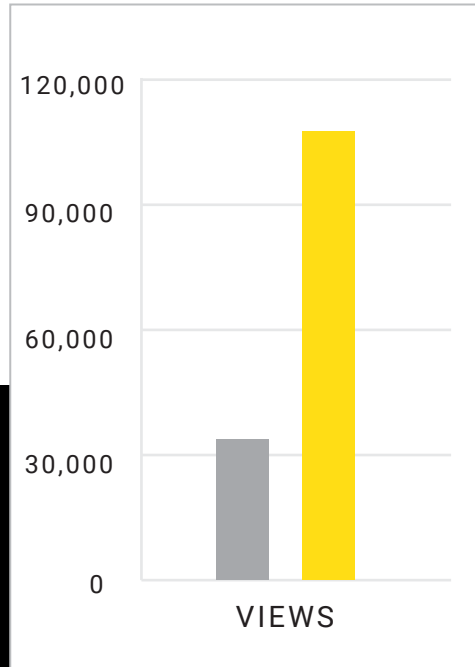
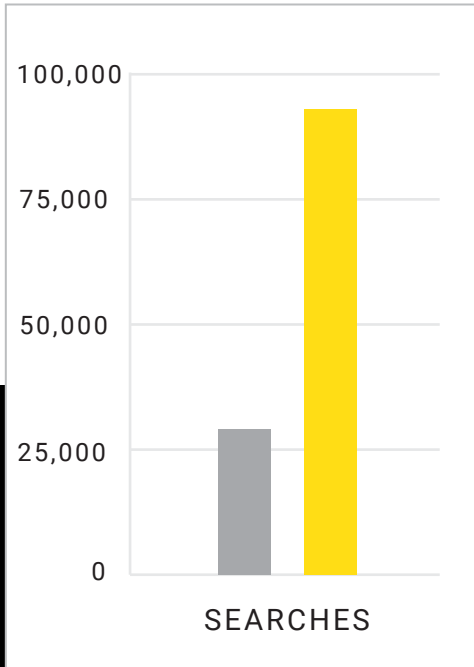


The total number of times any unique visitor comes to your website and views pages.

The total customer actions from Google and other search engines.

The total number of times anyone sees your company's listings or ad.

RESULTS



SEARCHES

↑ **229%**



The total number of direct, discovery, and branded searches that led search engine users to your listing.

VIEWS

↑ **245%**



A customer found your business via Google Search or Google Maps.

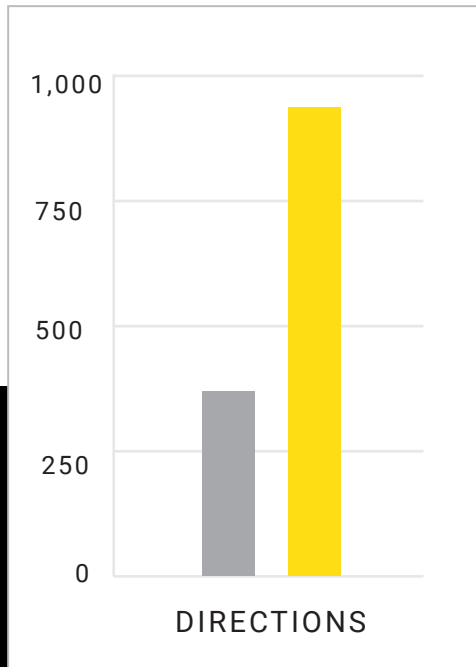
WEBSITE VISITS

↑ **179%**



A customer or unique visitor views your website.

RESULTS

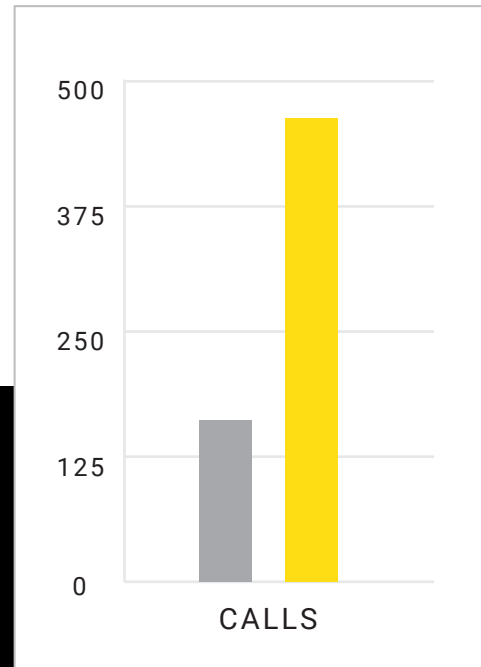


DIRECTIONS

↑ **184%**



A customer requests directions to your business.



CALLS

↑ **207%**



This represents the number of clicks on the call button on your Google My Business profile.

THE AELIEVE EFFECT

2019-2020 CASE STUDY | CONCLUSION

Over the course of 2019, Aelieve helped Boom Boom Sports Fishing discover record visibility in major search engines, massive boosts to conversion rates, and record number of call leads. Their digital presence has grown substantially, delivering new traffic to their website, as well as their physical location.



ABOUT AELIEVE

Aelieve is a full-service digital marketing agency based in Iowa City, Iowa. Aelieve specializes in custom web development, branding and design, search engine optimization, and advanced conversion optimization strategies.

Aelieve's remarkable digital work is built upon their customer-focused approach, which intends to build long-term client relationships that achieve extraordinary results. Since 2016, they've been on a mission to evolve the world of digital marketing, while helping clients evolve their own visions.

FOR MORE INFORMATION: WWW.AELIEVE.COM