



DIGITAL MARKETING 2019-2020 CASE STUDY

STARTED EVOLVING | 07/07/2018

MARKETING GOALS



01/05
**MAXIMIZE VISIBILITY
 IN SEARCH**



02/05
**ESTABLISH BUSINESS
 IN LOCAL SEARCH**



03/05
**INCREASE ORGANIC
 LEADS & ONLINE REVIEWS**



04/05
**CREATE SEO & USER-
 FRIENDLY WEBSITE**



05/05
**IMPLEMENT ANALYTICS
 TRACKING & METRICS**

AELIEVE'S SOLUTION



01/03 PRODUCTS

-  Aelieve One CMS
-  Aelieve Listings One
-  Aelieve Reputation One
-  Aelieve Search One
-  Aelieve Analytics One

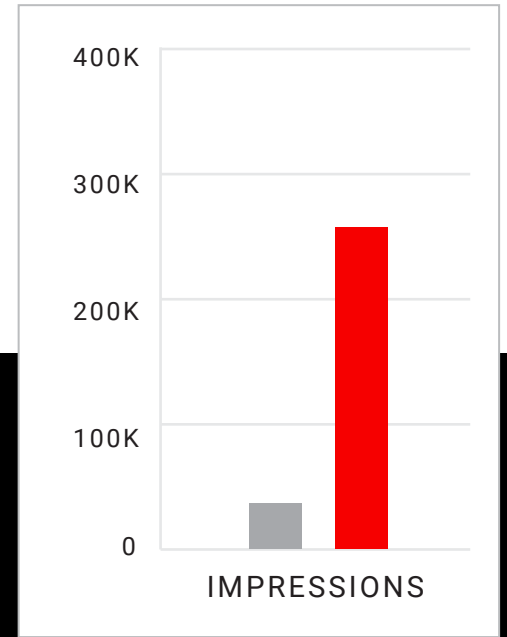
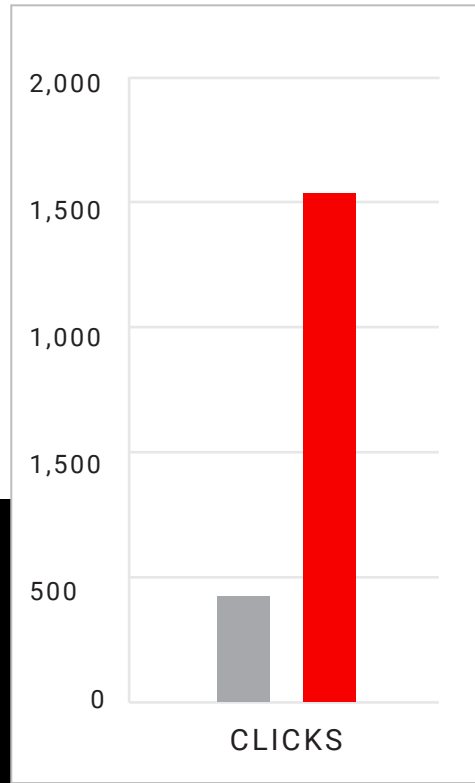
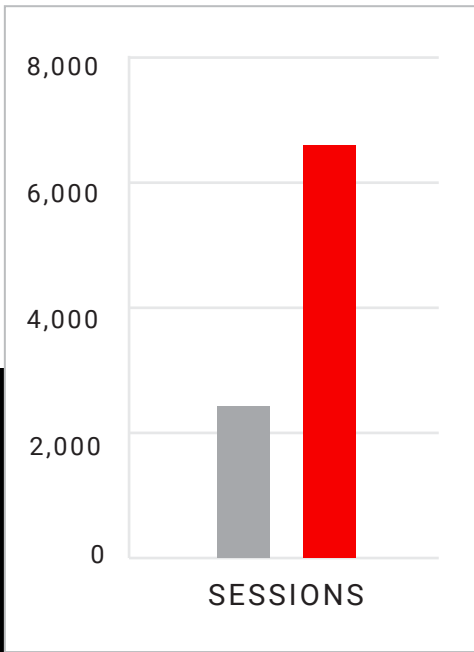
02/03 APPROACH

- Audit Current Site & Create Sleek Website Redesign
- Implement Advanced SEO Strategies
- Apply Local SEO Best Practices
- Analytics Tracking & Metrics

03/03 STRATEGY

- Create fresh branding that enables professional web design.
- Execute SEO best practices to ensure search engines are able to read and rank webpages.
- Formulate a detailed local SEO campaign.
- Build online reputation with customer reviews.

RESULTS



SESSIONS

↑ **156%**



CLICKS

↑ **287%**



IMPRESSIONS

↑ **482%**

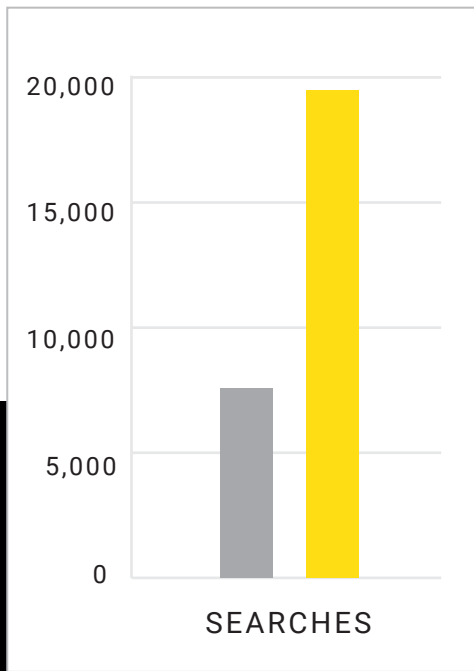


The total number of times any unique visitor comes to your website and views pages.

The total customer actions from Google and other search engines.

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

RESULTS

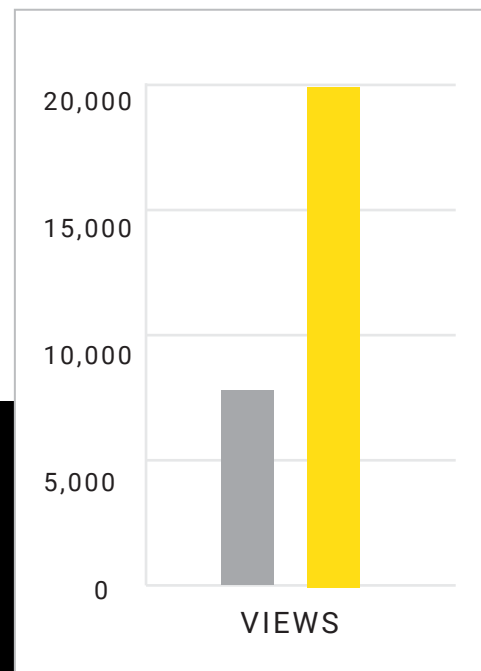


SEARCHES

↑ **160%**



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



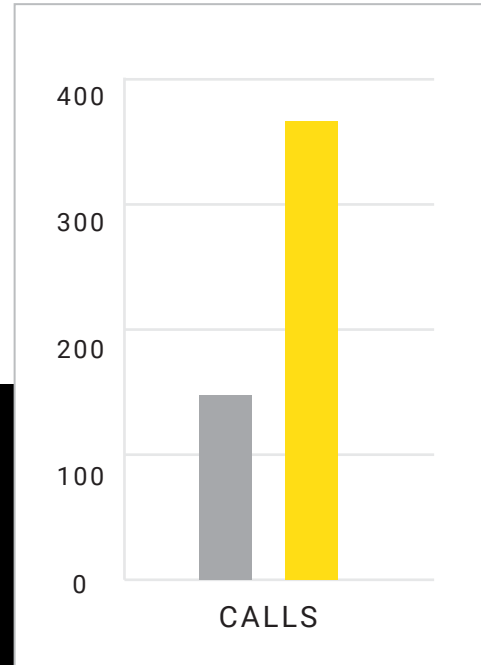
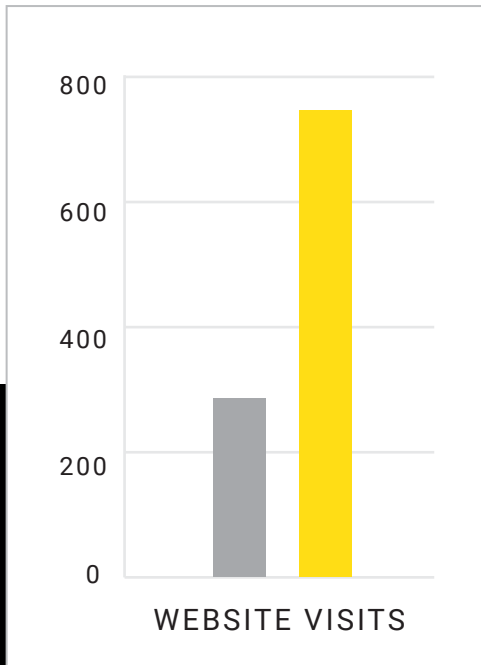
VIEWS

↑ **161%**



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

RESULTS



WEBSITE VISITS

↑ **178%**



A customer or unique visitor views your website.

CALLS

↑ **156%**



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

THE AELIEVE EFFECT

2019-2020 CASE STUDY | CONCLUSION

As Aelieve worked closely with Bunting to monitor the results of their digital strategy, the results quickly became apparent. During the course of 2019, Aelieve helped Bunting achieve record figures in website traffic, conversions, direct calls, and more. Overall, more users are finding and clicking through to their website, helping customers find the services they're looking for, while delivering meaningful leads to Bunting.



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