



Client Case Studies and Testimonials

WHY ENLEAF?



Enleaf helps increase the revenues and exposure of both local and national companies by boosting their website visibility in major search engines like Google, Bing, and Yahoo. This results in more targeted and local traffic to your site. The way we accomplish this is by implementing a series of strategic changes to your website that elevate its ranking in the search engines. Thumbtack.com has rated us the best web design firm for 2 Years in a row and we have been rated by IBTimes.com as one of the top 10 SEO firms. We are Google Analytics and Adwords certified, having helped numerous customers grow their online business channels. Some of our current customers are even seeing an 800% + ROI

OUR TEAM



Adam Chronister
Director of Operations



Chad Larson
Director of Digital Marketing



Ahmad Bilal
Software Development Lead



Ross Quintana
Social Media Marketing
Analyst



Tim Ellison
Display Advertising Manager



Phil Forsgren
Content Marketing Manager



Heather Chronister
Content Specialist



Bob Hansen
Business Development
Manager

Branding Identity & Web Design

Branding & Web Design for Author Ian Leslie



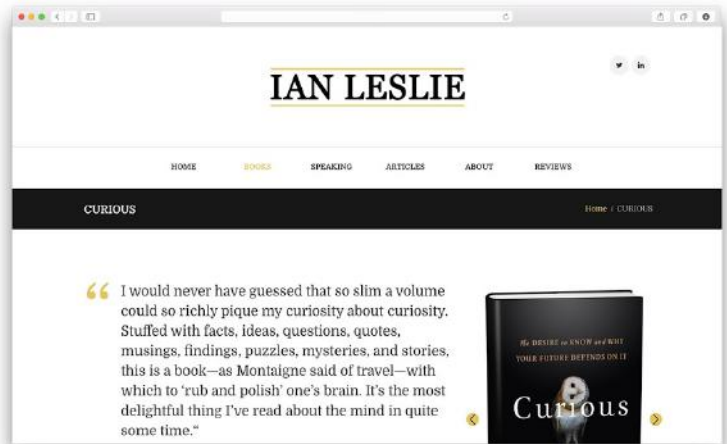
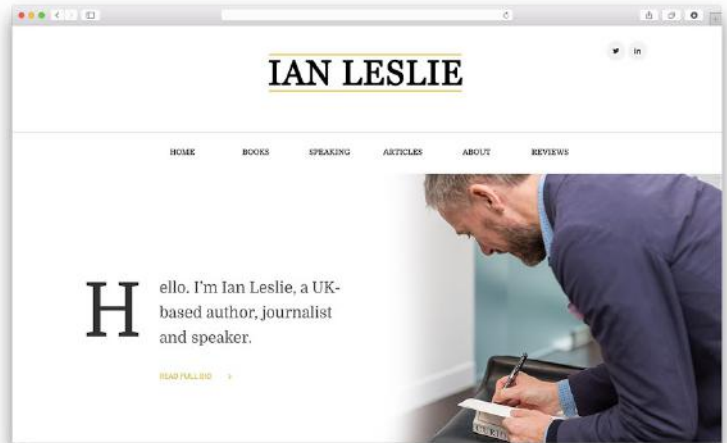
Enleaf built my personal website and I'm very happy with it. Really enjoyed working with Adam, a skilled designer who offers an excellent service. - Ian Leslie - Author - Curious & Born Liars



IAN LESLIE

IAN LESLIE
AUTHOR, SPEAKER, AND BRAND STRATEGIST





Case Study - SEO

Hidden Legend Winery – 46% Increase in Organic Revenue



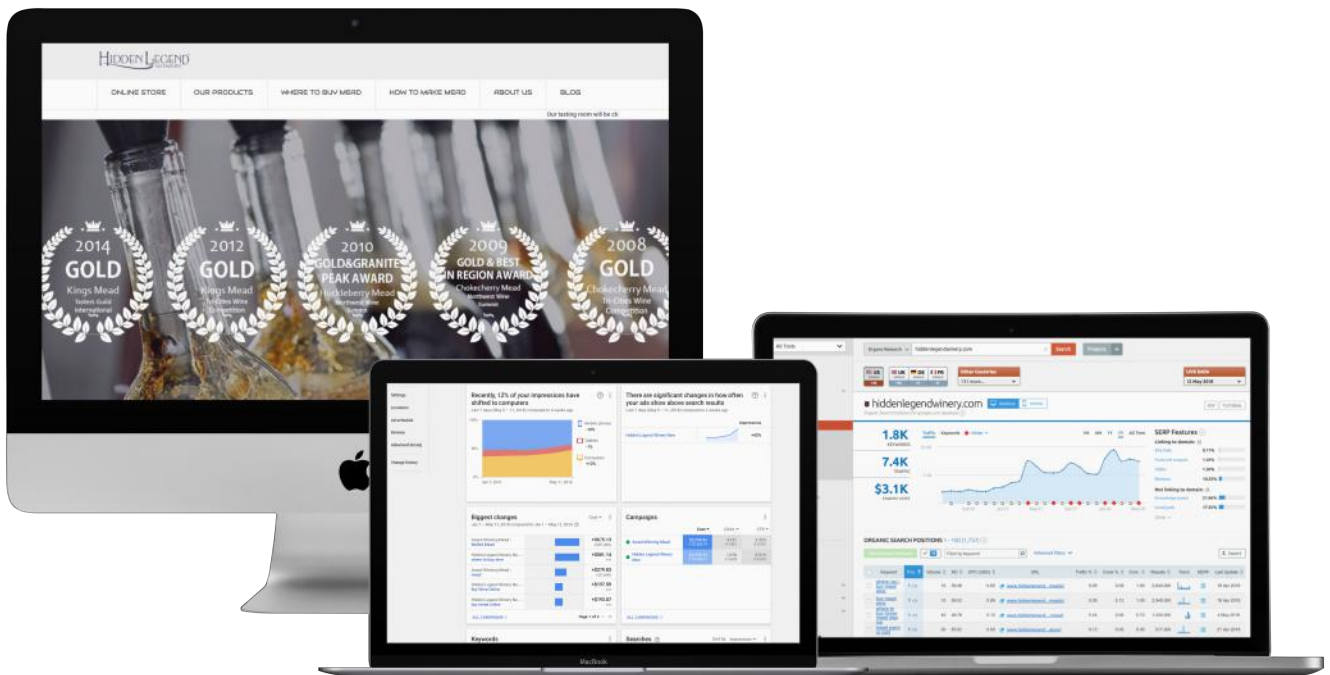
“Enleaf did an awesome job with not only our website design but also the functionality updates and rebuild of our site. Since taking over our SEO we have seen a huge spike in sales. We are very happy and would recommend them to anyone wanting quality work done by honest people who are very patient.”

BACKGROUND

In January 2015, Hidden Legend Winery migrated their site from a proprietary content management system over to a custom designed WordPress site after running into limitations with their existing platform.

THE PROBLEM

A large part of the Hidden Legend Wineries website migration was focused on determining how to expand the sites overall e-commerce capabilities while simultaneously improving upon the sites ability to attract a greater share of organic traffic and search volume. All this needed to take place without disrupting the current flow of business and traffic to the site.



Custom Reporting Dashboards & Website for Hidden Legend Winery

THE SOLUTION

The process for Hidden Legend Winery's website transition was scoped out and designed in such a way that it mitigated traffic disruption during and after the website's migration. A plan was developed to expand portions of the site in order to bolster the site's e-commerce capabilities as well as its page count and depth. Enleaf redesigned the site so that it featured a simple and clean code base as well as an easy to manage permalink structure. Following the website's redesign and re-launch, numerous data points were used to measure the progression of Hidden Legend Winery's website over time and to ensure that the objectives and goals of their site were achieved. The tactics used for this tracking included implementing a detailed process of planning, auditing and mapping of traffic data at regular intervals over the months following the website re-launch.

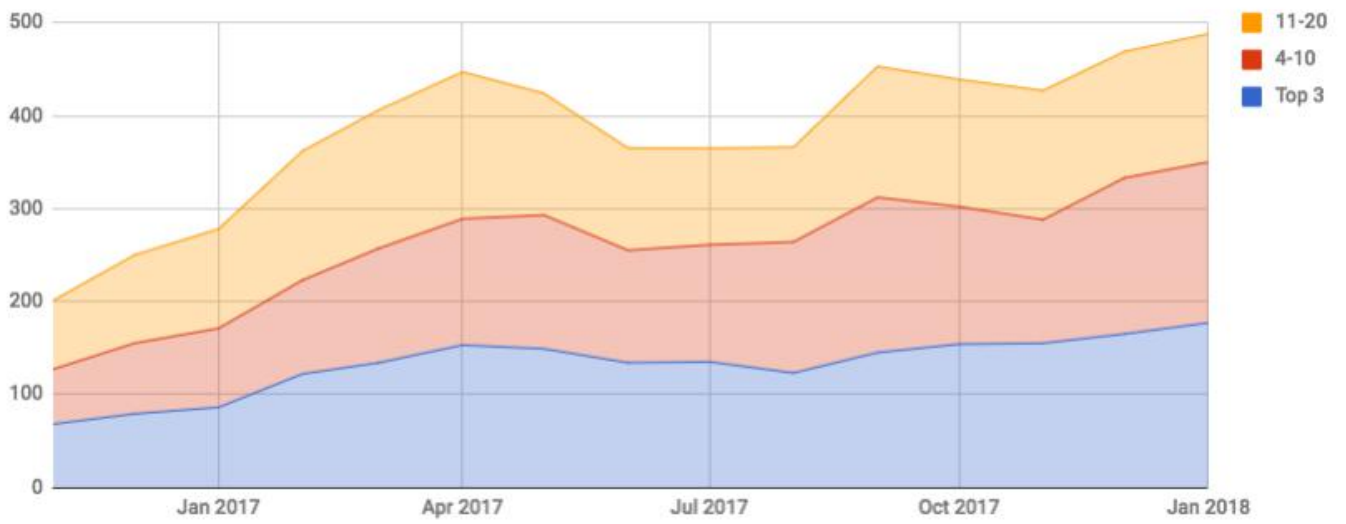
THE RESULTS

Since re-launching Hidden Legend Winery's website they have seen a 322% increase in organic traffic, 87% in organic leads, and 46% increase in organic revenue.

Keywords Ranked on Page #1



Top Organic Keywords



Buy Mead



All

Shopping

News

Maps

Images

More

Settings

Tools

About 11,500,000 results (0.65 seconds)

Shop for Buy Mead on Google

Sponsored ⓘ



Make Mead Like a Viking
\$14.72
Google Play



Make Mead Like a Viking :
\$21.20
Target



Mead 2017 Executive ...
\$19.11
mead.com
Special offer



Mead 2017 - 2018 ...
\$6.79
daytimer.com
Special offer



Mead 2017 Basic Weekly-...
\$6.19
mead.com
Special offer



Mead 2017 Basic Weekly ...
\$7.89
ataglance.com
Special offer

Buy Honey Mead Online - Award Winning Mead - Free Shipping

Ad www.hiddenlegendwinery.com/Mead

Traditional Mead - Big Honey Flavor

Honey Mead at Amazon.com - Buy honey mead at Amazon

Ad www.amazon.com/Amazon

Free Shipping on Qualified Orders.

Explore Amazon Devices · Try Prime Free · Discover Prime Music · Stream Videos Instantly
Amazon Prime · Prime Photos · Fire Tablet Deals · Prime Instant Video · Prime Music

Buy Mead - Hidden Legend Winery

<https://www.hiddenlegendwinery.com/our-meads/>

Buy Mead, honey wine, honey mead and mead wine at the Hidden Legend Meadery. ... We make a variety of honey wines and meads here at Hidden Legend Meadery. ... Hidden Legend Pure Honey Mead is a tastefully contemporary version of man's oldest mead wine.

Where to Buy Mead - Buy Mead Online or in your Local Store

<https://www.hiddenlegendwinery.com/where-to-buy-mead/>

Where to Buy Mead - Our mead store locator will show you where to find our mead locally.
Hidden Legend Winery · Buy Mead · Shipping Policies · California

Mead - Buy Dessert & Fortified Wine Online | Total Wine & More

www.totalwine.com > Wine > Dessert & Fortified Wine

Buy Mead wine at Total Wine & More. Shop the best selection & prices on over 8000 different wines.

Case Study - SEO

Global CBD – 334.26% increase in organic traffic



“Our customers are saying they are finding us everywhere. I even have some of them asking who my SEO agency is. Whatever you guys are doing keep it up.” - Joel Bordeaux – Founder - Global CBD

BACKGROUND

Global CBD is a US-based supplier of cannabidiol based products. Global CBD started their online business in 2016 and added an Idaho based storefront shortly thereafter. After failing to gain much momentum and traction from the online portion of their business they hired a local digital marketing agency. Though after months of work, they ended up with very little growth. It was then that they turned to Enleaf to service their digital marketing needs.

THE PROBLEM

After an exhaustive audit and review, Enleaf determined that Global CBD not only lacked proper KPI reporting but also required additional structural on-page updates as well as off page updates to adequately compete in their industry. Their site was plagued with issues which negatively impacted usability and uptime and their website lacked any form of cohesive backlink profile.

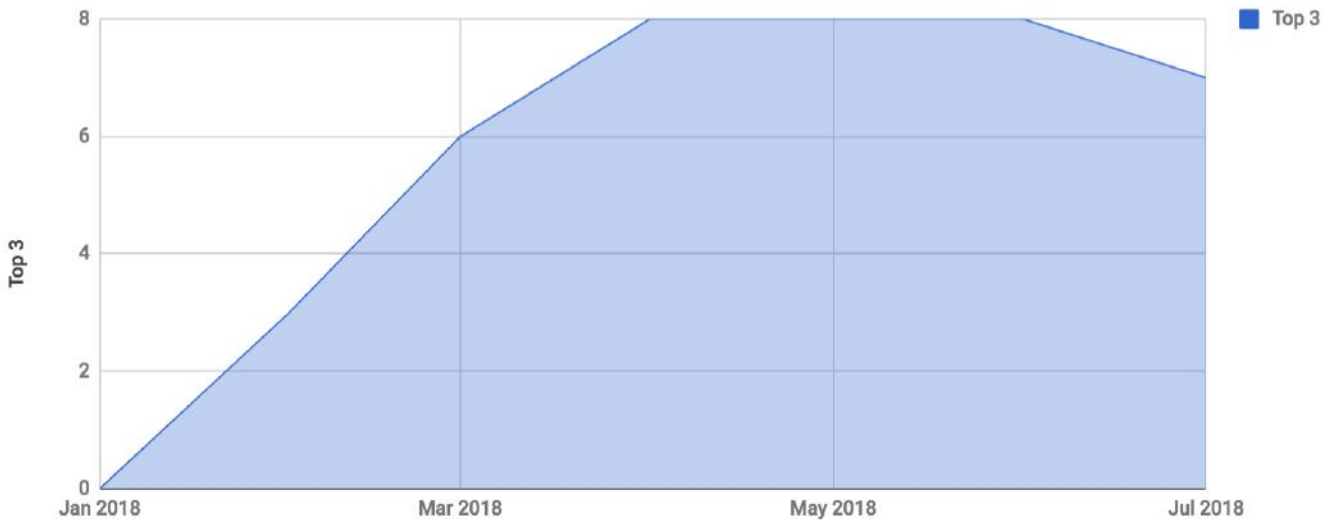
THE SOLUTION

For the first phase of the campaign, a large part of Enleaf's focus was on setting up proper tracking to measure both traffic and conversions into the website. This would help determine the true effectiveness of their marketing campaign. Enleaf did an initial round of keyword and competitor research that helped to guide both the content marketing and backlink acquisition strategy. Technical SEO was also implemented to address issues with the website's server configuration and its code base. This resulted in improved load times and usability.

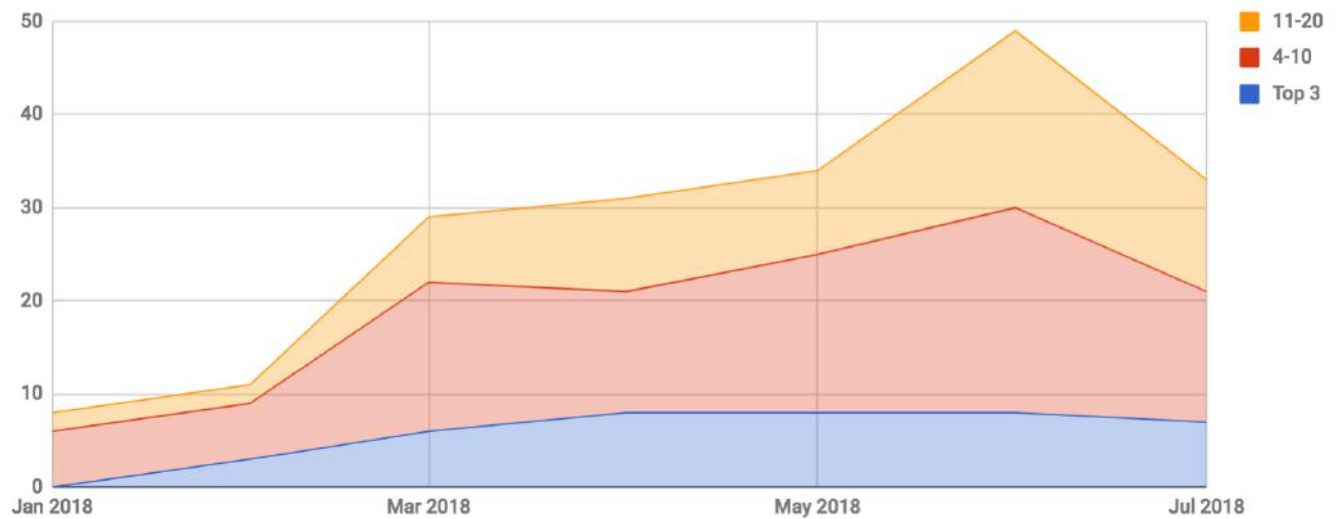
THE RESULTS

Within only 3 months of implementing these strategies, Global CBD started to see an uptick in their rankings and traffic and has since seen a 334.26% increase in organic traffic resulting in an average monthly ROI of 375%

Keywords Ranked on Page #1



Top Organic Keywords



Ambassador Leaders

Complete Burying of Negative PR Mentions



“I think the work we are doing to enhance our online presence is worthwhile.”

BACKGROUND

Ambassador Leaders is a US-based organization that offers educational leadership summits to student leaders across America. In the fall of 2018, their brand was being misrepresented and positioned in a negative light on a web forum. The references to the brand were un-factual but based on the opinions of individuals who had never used Ambassador Leaders services or ever had any engagement with the company.

THE PROBLEM

When Ambassador Leaders reached out to Enleaf they were in the peak of their recruiting season and running into issues with some negative PR that was showing up in position 4 of Google for their branded search term. The negative PR was listed on a forum mostly by users who never actually utilized Ambassador Leaders services.

RANK	SEO TITLE URL	ROOT DOMAIN	EST. VISITS	SOCIAL SHARES	DOMAIN AUTHORITY
1	https://ambassadorleaders.com/ambassadorleaders.com/	ambassadorleaders.com	145	1,066	16
2	Ambassador Leaders - Home Facebook facebook.com/ambassadorleaders/	facebook.com	77	0	99
3	Ambassador Leaders - Reviews Facebook facebook.com/ambassadorleaders/reviews	facebook.com	46	0	99
4	2018 Ambassador Leadership Summit? - DC Urban Moms and Dads dcurbanmom.com/forum/posts/list/676455.page	dcurbanmom.com	31	0	17
5	Ambassador Leaders LinkedIn linkedin.com/company/ambassador-leaders	linkedin.com	22	10	96
6	Ambassador Leaders Student Success Centre, University of Regina uregina.ca/student/ssc/leadership-opportunities/ambassadors/ambassador-leaders.html	uregina.ca	16	19	48

THE SOLUTION

Enleaf developed a multi-faceted approach comprised of both a branded Pay Per Click marketing campaign and an organic rankings strategy. The branded Pay Per Click campaign worked to push everything in the search engine results pages lower down in Google's search rankings and as a result, push the offending page lower down the fold. The organic ranking strategy focused in driving traffic and backlinks into Ambassador Leaders 3rd party pages to boost those pages' relevance and page authority and as a result push it higher in the rankings than the offending website.

THE RESULTS

Within less than a two-month period, Enleaf was able to completely bury the negative PR mentions that were affecting Ambassador Leaders' reputation, all while helping them create new 3rd party web properties that bolstered their online reputation.

University of Idaho

19,256 impressions and 1,245 attributed website visits



“We are excited to see it turned out so well”

BACKGROUND

Based in the Pacific Northwest, The University of Idaho is a leading university recognized for its master's programs, including those focusing on business, education, engineering law, and more.

THE PROBLEM

In January of 2019, University of Idaho was looking for ways to attract more interest in admissions in time for their Fall orientations. It was decided that a well-crafted PPC campaign make up a part of this strategy and Enleaf was brought to help with both the research and implementation.

THE SOLUTION

We began by setting up a campaign that closely matched our target keywords with the messaging present in the AdGroups. This was followed up with the inclusion of ad extensions which improved the effectiveness of the ads. Once live, we continued to optimize each AdGroup independently, regularly making changes to the individual keywords and their bid adjustments. In addition to this, we maintained a growing negative keyword list which prevented ads from being shown in irrelevant search verticals. This kept our cost per click low while continuing to encourage a healthy click-through rate.

THE RESULTS

Throughout much of the campaign, Enleaf was able to maintain an average ad position of 1.1 ensuring that University of Idaho's ads were prominently visible in the search results. The PPC campaign was the most efficient campaign to date, receiving a total of 19,256 impressions and a total of 1,245 attributed website visits. This was while maintaining an average click-through rate of 6.45%

DFW Airport

117% Increase in Monthly Conversions



BACKGROUND

Dallas/Fort Worth International Airport is the primary international airport for the Dallas–Fort Worth area, offering nearly 1850 flights per day. They have a vast array of security services from security personnel to police officers and fire fires all who's responsibilities it is to maintain safety and well fair of their travelers. In March of 2017, DFW Airport was looking to recruit talent in these departments and took advantage of Pay Per Click Marketing to broaden their reach in this endeavor.

THE PROBLEM

When Dallas/Fort Worth International Airport started working with our team, they had a pay per click campaign performing. The campaign which was targeted at attracting more recruitments into their security services had a lot of wasted Ad spend and was not cost effective. DFW Airport needed a way to get more efficiency out of their campaign.

THE SOLUTION

Since the client had 3 Ad Groups all with differing demographics, we identified the Ad Groups with the lowest spend ratio. We temporarily adjusted a majority of the campaign spend towards this target Ad Group in-order to adequately optimize that Ad Group. Once that target Ad Groups effectiveness was improved and its cost was reduced, we then divided the total campaigns spend back into the other Ad Groups and did similar testing and optimizations.

THE RESULTS

Within less than a sixth-month period, Enleaf was able to Increase the campaigns monthly conversions by 117% all while reducing the cost per acquisition by 92.34% and reducing the monthly Ad Spend by 87%

Case Study - CRO

HOW WEBSITE DESIGN IMPACTS BOUNCE RATE AND HOW CONVERSION RATE OPTIMIZATION HELPS

BOUNCE RATE – AN UNDERUTILIZED KPI

Bounce rate is one of the most undervalued metrics in SEO. Often business owners regularly evaluate things like traffic and rankings and even time on site but fail to pay attention to their bounce rate. This is a critical oversight as metrics such as rankings and traffic are directly impacted by a site's bounce rate. Thus, it should be viewed as a key performance indicator for measuring if your site is performing or not. After all, what good are tens of thousands of visitors if 90% of them bounce. The below case study looks at a project we managed which resulted in dramatic improvement of the bounce rate for a national hospitality brand. This improved bounce rate- subsequently as well as improved other elements of the business and continues to prove beneficial to the client's bottom line.

WHAT IS BOUNCE RATE?

A bounce is a single-page session on your site. In Analytics, a bounce is calculated specifically as a session that triggers only a single request to the Analytics server, such as when a user opens a single page on your site and then exits without triggering any other requests to the Analytics server during that session.

Bounce rate is single-page session divided by all sessions or the percentage of all sessions on your site in which users viewed only a single page and triggered only a single request to the Analytics server.

IS A HIGH BOUNCE RATE A BAD THING?

If the success of your site depends on users viewing more than one page, then, yes, a high bounce rate is bad. For example, if your home page is the gateway to the rest of your site (e.g., news articles, product pages, your checkout process) and a high percentage of users are viewing only your home page, then you don't want a high bounce rate.

HOW IS BOUNCE RATE IMPROVED?

Improving a site's bounce rate can be a difficult task. Even many seasoned marketers don't have the experience necessary to proficiently conduct the level of conversion rate optimization necessary to drastically improve a site's conversion scenario. Fortunately, we have worked on hundreds of websites and have a proven track record of success in the area. Below are a few of the places where we start to test and then optimize for better bounce rates.

OUTDATED SITE DESIGN

Users are often turned off by websites that look dated or that don't present a trustworthy or authoritative look and feel. If you are asking for someone's time or money, then you need to ensure that your site communicates that it is worth investing in and is trustworthy.

ERRORS

If your site is plagued with errors or has confusing navigation or words and a checkout that introduces confusion, then you are ultimately going to scare off potential prospect and buyers. If your site is not optimized for different browsers or mobile devices that too can cause it to lose trust with your audience.

POOR LAYOUT DESIGN

Websites that have too many advertisements or that have information that is cluttered and not easy to

scan through are also candidates for higher than average bounce rates.

POOR NAVIGATION DESIGN

Websites that have a confusing navigational structure that prevents visitors from easily find what they're looking for are likely to have a higher bounce rate.

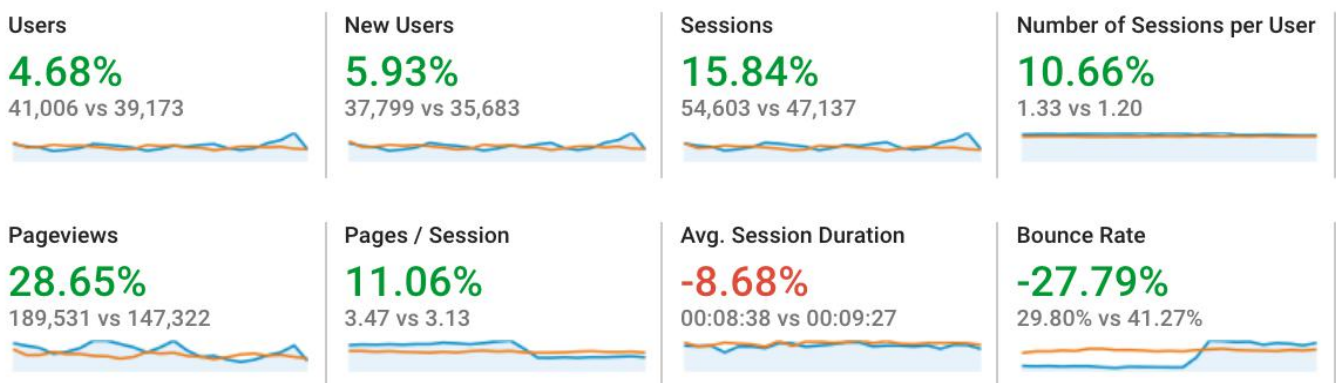
POOR TRAFFIC

In some cases, a websites poor bounce rate is less attributed to its on-page optimization and more to its traffic. If you're driving traffic that is less then relevant to your product or service, chances are that traffic is going to lead to a high percentage of bounces. This is why we pay specific attention to segmenting your traffic in our reports. To further ensure that we identify any traffic channel is bringing down your site's overall success.

Below you will find a case study showcasing a website redesign performed for one of our clients. The below date from Google Analytics outlines the drastic variance in bounce rate the client received after we launched a new optimized design architecture.

STUDY: FROM 41% to 29% BOUNCE RATE Study

The below graphics showcases a drastic decrease in bounce rate.



In this scenario, the client earns revenue through hospitality services offered via their website. Their previous site did not adequately funnel traffic down a set conversion funnel. This gave way to missed lead capture opportunities and sales along with a higher abandonment rate. We worked to develop a strategic design oriented towards more efficient lead nurturing and higher site dwell time.

NAVIGATION

In the case of this project, we worked specifically to update and improve the client's navigational structure both for improved usability as well as to help the search engine crawlers (Ex. google bot) better prioritize key sections of the client's site.

GRAPHICS

We modernized the design of the websites strategically adding imagery that conveys trust to prospective visitors and commutated and visualized the client's core offer. This offered an improved flow of traffic through the website.

FOCUS FACTORS

In our design scope, we identified various aspects of the site that were leading to distraction and dissuading users from flowing down a conversion path. In some cases, we removed these elements while in other cases they were moved to less prominent areas of the site.

TECHNICAL SPECIFICATIONS

Although the previous site was responsive, its mobile design orientation did not take full advantage of the limited screen real-estate available on many mobile devices. This led to increase abandonment for users on smaller mobile devices. We updated the responsive design so that it had a more usable interface which resulted in increased page views and a lower bounce rate.

THE RESULTS

After the website launch, the client saw an almost instant uptick in transactions increasing the average monthly orders by almost 20% and as a result, revenue grew by over by 40%.



The Bottom Line:

Bounce Rate is commonly overlooked; however, it is an important part of the performance of a website. Your website is often your first impression and ensuring that it sets the tone both in aesthetics as well as in usability can make a huge impact on your business's bottom line.

If you already have Google Analytics installed, you can check your bounce rate. Here are the steps required.

1. Log in to Google Analytics
2. On the left-hand navigation menu click on "Behavior" under Standard Reports
3. Then click on "Site Content"
4. Next click on "Landing Pages"

If your website's bounce rate is over 40% then you definitely will want to consider making some improvements to the design and interface of your site.

As the above client referenced in the below dataset is under NDA the name of our client and other identifying data is redacted from this case study.

RECOMMENDATIONS

Northwest Card Association - Stephen Prince - EVP Relationship Management

“Had the pleasure of working with Enleaf on our Boards Website, not only were they quick to respond to my needs, they did an excellent job of outlining all the steps needed in order to accomplish what I was looking for. So many times in this industry I have found players who do not respond to email questions and would never in a million years actually talk to you on the phone or meet in person. Adam from Enleaf does both and provides people like me (a real novice) with all of the information needed to make informed choices. We have a great website that has exceeded our expectations and Adam has continued to make suggestions that continue to improve what we have. I would and have recommended Enleaf to anyone that is seeking their services!”

Testive - Stephen Prince - Shonak Patel - Growth & Operations “We hired Enleaf to do an SEO audit of our website. In a little over 1 week, they came back with a 49-page report highlighting on-site issues and provided recommendations that my team could easily act on. The team has been helpful throughout the post-audit processes and I look forward to working with them again.”

Enviro Consulting - Farren Hauck – Owner

“Enleaf came on board with killbillet.com shortly after we had updated our vbulletin software. After the update, our page rankings and traffic fell drastically and we were unsure why. We contacted Enleaf who was able to come in and assess the performance issues that were affecting our search rankings with Google. They quickly made the changes necessary and our rankings immediately improved. Enleaf was also able to make some aesthetic changes to our site making it friendlier to our user base. The job was done quickly and efficiently with great customer support. Thanks, Enleaf!”

Consult a Naturopath - Jeremiah M Stevens, ND

“We had a great experience building our website and webstore. Very open to input and giving us options to look at throughout the process. We are very happy with the finished product. We would recommend them highly.”

UK Based Author - Curious & Born Liars - Ian Leslie - Author of Curious & Born Liars

“Enleaf built my personal website and I'm very happy with it. Really enjoyed working with Adam, a skilled designer who offers an excellent service.”

Great Pacific Packaging Systems - Jeff Thomas - Sale & Marketing Manager

“We started working with Enleaf in Dec 2017 on our Search Engine Marketing and Adwords campaigns. We saw an almost instant improvement in our conversions, click through rate, and cost per acquisition. We added Search Engine Optimization work with Enleaf in February 2018 and have really started to see amazing gains in these areas as well. Year over year and month over month, our comparisons and results are off the charts. It's been just a few short months, and we are very satisfied with our results. We're seeing our company page show up on Page 1 of Google's search results. We're getting thousands of dollars of traffic to our website "for free" through organic marketing with Enleaf and they're also helping us learn how to write our blog post on our own better. Making our entire marketing machine work in a more cohesive and planned manner. Our overall sales are up 8% over last year. A lot of this, we feel is because of Enleaf.”

Max Amps - Joshua Barker – Marketing “Enleaf came on board with killbillet.com shortly after we had updated our vbulletin software. After the update, our page rankings and traffic fell drastically and we were unsure why. We contacted Enleaf who was able to come in and assess the performance issues that were affecting our search rankings with Google. They quickly made the changes necessary and our rankings immediately improved. Enleaf was also able to make some aesthetic changes to our site making it friendlier to our user base. The job was done quickly and efficiently with great customer support. Thanks, Enleaf!”

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MD Integrated Marketing, Inc - Valerie King - Vice President of Client Relations

“Working with Enleaf, on both small client accounts as well as larger ones, has always been a smooth, unified process. They are quick to answer questions, excellent at providing recommendations, and ensure their monthly reporting reflects their efforts in an easy to digest format for the marketing agency and client alike”

