

WHO IS ALEGRIA?

Alegria is one of the leading shoe brands in the country and is designed for those with chronic foot pain or with lifestyles requiring them to be on their feet all day. The brand is a particular favorite with nurses and doctors, who recommend the shoes to coworkers, patients, and friends. The outsoles of Alegria shoes are uniquely-engineered to provide a natural rocker walking motion that reduces pressure on the soles of the feet. Additionally, Alegria shoes are available in different footwear options, including sneakers, boots and flats, and in a huge variety of styles. With the product providing such a high level of customer loyalty and satisfaction, Alegria looked to increase its online visibility to get in front of more potential customers.

THE STRATEGY AND THE SUCCESS

Alegria started working with Amplified in August 2014 with the intent to focus solely on boosted rankings through basic SEO efforts. After seeing nearly immediate results from this, Alegria expanded its goals and moved forward with further Search Engine Optimization initiatives. As a result, Alegria has seen significant increases in organic traffic, first-page keyword rankings and visitor engagement.

KEY CAMPAIGN STATS

32%

overall growth
in campaign

100%

of optimized
keywords are on
the first page

35%

increase in total
organic traffic

17.5%

overall search
volume increase

15%

overall revenue
increase after
four months

WHO IS CHICAGO WEIGHT LOSS CLINIC?

Chicago Weight Loss and Wellness Clinic offers personalized weight loss programs that are tailored to each individual, focusing on losing weight the healthy way, and keeping it off. Located just outside of Chicago, the clinic has seen tremendous success in the past few years.

THE STRATEGY AND THE SUCCESS

Chicago Weight Loss started working with Amplified at a budget of \$1500, then moved to \$3000, \$4000. This gradual budget increase shows that clients can start small, see results, benefit from returns, and then reinvest in the process for continued success and increased growth.

Skilled in managing roadblocks and obstacles to SEO success, Amplified resolved website problems for Chicago Weight Loss after the client's previous SEO company hacked the website and de-indexed it. Amplified utilized Google Webmaster Tools to resolve the issue, to verify the Chicago Weight Loss site, and to ensure optimum website functionality. Chicago Weight Loss has also benefitted from Amplified's regular contributions to its onsite blog. This has helped increase relevancy scores for many different terms. With Amplified's help, Chicago Weight Loss has achieved number one rankings for all of the initially-targeted terms. The company is now able to expand to other terms and to retarget in new areas.

KEY CAMPAIGN STATS

80%

of optimized keywords are on first page of Google

138%

increase in Google queries

177%

increase in Google traffic

100%

of keywords with local targeting

187%

increase in Google impressions

137%

total growth since campaign began

WHO IS CARTER WEST?

Carter West is a California-based boutique law firm, specializing in business and corporate law, and specifically in private equities, business securities, and venture funding. Most of the firm's clients are established and emerging companies, investors, and entrepreneurs. Carter West is dedicated to providing clients with pragmatic, creative, cutting-edge legal advice relevant to the fast-paced business world.

THE STRATEGY AND THE SUCCESS

Due to its specialized focus, Carter West had relied on word-of-mouth recommendations for the majority of its business. The law firm's goal in working with Amplified was to drive more traffic to the website. When Carter West started with Amplified in July 2013, it had zero organic Google traffic. Amplified provided content strategy recommendations using existing keywords and adjustments to meta-tags and website copy. These strategies boosted Carter West's relevancy scores and improved visibility on search engines. Since beginning with Amplified, Carter West has achieved a 30% growth in traffic year over year, and the firm has seen steady improvement over the course of two years in organic traffic, impressions, and visibility.

KEY CAMPAIGN STATS

200%

increase in keywords on
Google's first page

50%

increase in Yahoo
traffic

117%

increase in Google
queries

30%

annual increase in
organic traffic

60%

total growth in
traffic

137%

increase in Google
impressions

WHO IS HIMALAYAN SALT SHOP?

Himalayan Salt Shop began as a small at-home business in Bloomfield, New Jersey. Through hard work, diligence to customer service, and strategic online marketing, the company is now one of the biggest online retailers of authentic Himalayan salt crystal products, and also wholesales its products to businesses across the country.

THE STRATEGY AND THE SUCCESS

Himalayan Salt Shop began working with Amplified in November 2014. The company's main goal was to rank for the largest keywords in its industry and to build traffic to a point where the business would be ready to sell. Through Amplified's careful keyword targeting efforts, Himalayan Salt Shop has seen a 139% increase in organic traffic, a 188% increase in revenue, and first-page rankings for 9/13 targeted keywords. Himalayan Salt Shop is now ready to sell and its owner is pleased with such speedy results in rankings.

TESTIMONIAL

"Our account manager James is very professional, knowledgeable, and he regularly keeps in touch to discuss current project status."

KEY CAMPAIGN STATS

138%

increase in
organic traffic

187%

growth in sessions

177%

increase in revenue

75%

targeted keywords on
first page

WHO IS NFP?

Founded following the closing of the National Museum of Patriotism, the National Foundation of Patriotism created an online-only museum dedicated to bringing education and awareness of American patriotism to U.S. citizens. As a non-profit organization, the National Foundation of Patriotism relies on donations from supporters of the now-closed brick-and-mortar museum in Atlanta, Georgia, but it has now focused its efforts on reaching a nationwide audience.

THE STRATEGY AND THE SUCCESS

The National Foundation of Patriotism began working with Amplified in August 2014 in hopes of achieving increased visibility online and generating more interest in the foundation's goals. In addition to targeting important keywords, Amplified provided an onsite blog that featured quality content surrounding the Foundation's objectives and mission. The content proved useful and educational for visitors to the site and it also yielded higher rankings from search engines.

TESTIMONIAL

"Great experience so far! When I ask about something, the account manager almost always knows the answer on the spot and can convey it in laymen's terms so I understand it. On one occasion I asked him something he wasn't sure of, and he researched and gave me the answer while we were on the phone. He honestly told me he did not know for sure, and took the initiative to find out right then and there. Great customer service. "

KEY CAMPAIGN STATS



of optimized keywords are on the first page



of optimized keywords are on the first two pages



ranking organically for 11 specific terms, and have only targeted three keywords



moved from position #98 to #2 on the first page in one week



1 1/2

web traffic has increased to over 1 1/2 minutes, compared to the average



50%

bounce rate decreased by 50%, as a result of social media visits