

amplify

Brand Intelligence Humanized.
Case Study



A SEARCH ENGINE OPTIMIZATION CONSUMER PRODUCT GOODS CASE STUDY

THE OPPORTUNITY

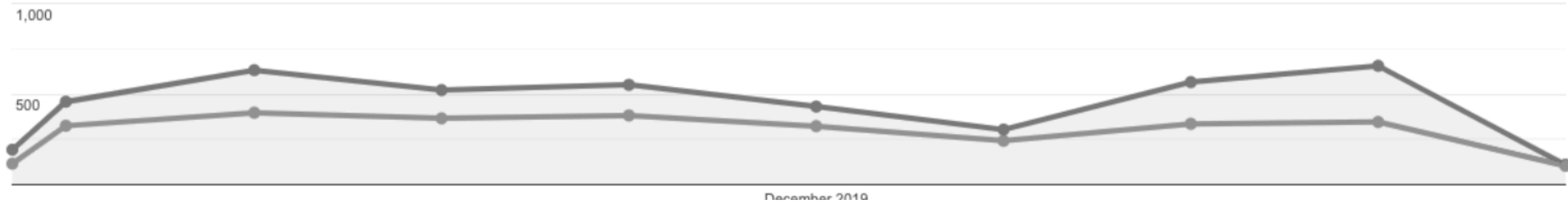
A Denver-based wine company which produces an award winning Napa Valley grown wine were not happy with their website's **search engine ranking**. They were hoping to penetrate their local market while building **brand awareness** at a national level. The goal of the campaign was to drive more online sales. While having a limited budget, our strategy was to increase the websites amount of back-linking while creating content.

THE STRATEGY

First, we increased the website's speed by optimizing the WordPress plugins. Our strategy of producing back-links from high domain referring sites was aided by the additional keywords we implemented throughout the site.

THE RESULTS

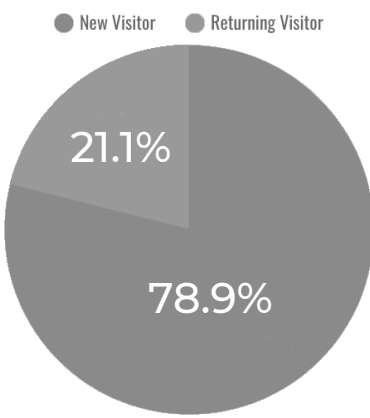
Nov 1, 2019 - Dec 30, 2019: ● Users
Nov 1, 2018 - Dec 31, 2018: ● Users



KEY RESULTS



NEW vs RETURNING USERS



↑ 9.2%

PAGEVIEWS
7,513 vs 6,881



↑ 51.6%

USERS
4,199 vs 2,770

