

CASE STUDIES

Social Media, Reputation Management
& Link Building Case

CASE STUDY DIRECTORY

- [Social Media Growth](#)
- [Automated Reporting](#)
- [Google Business Profile Growth](#)
- [Organic Link Building](#)

Social Media

Management & Growth

Spicely • spicely.com

Spicely is a provider of 100% organic spice. Products are nationally available in stores such as Whole Foods, Bristol Farms, Berkeley Bowl, and others. Spicely's delicious products are available wholesale and direct to consumer through eCommerce on their website and through select retailers, including Walmart online.

STRATEGY: Content Development, Online Contests, Giveaways, Recipe Development and Promotion, Posting and Engagement

Ongoing monitoring of social media platforms including content creation, posting, tracking, management, user engagement, follower growth across Twitter, Facebook and Instagram.

RESULTS OVER 1 YEAR:

Revamped Social Media strategy, developing a loyal fanbase based around building a community of “foodies” and leveraging the clients' high-quality products and trustworthy brand image.

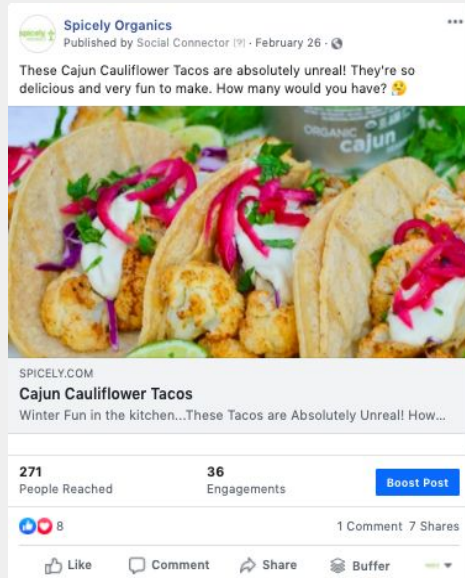
Facebook: +2,624 followers

Twitter: + 2,474 followers

Instagram: + 957 followers

SUMMARY:

Improved brand engagement by 700% via Instagram, 113% via Twitter and 59% on Facebook through the use of custom, engaging and targeted content delivered to a specific niche audience.



Sequoia • sequoia.com

Sequoia is the HR partner for people-first companies. The company specializes in benefits, HR, retirement, and insurance services organizations who need to better scale and protect their business.

STRATEGY: Ongoing Strategy, Branding and Positioning, Content Development, Posting and Engagement Schedule

Ongoing strategy and content development, alignment with marketing to amplify the brand on social media and drive web traffic, engagement and leads. Monitoring of social media platforms including content creation, posting, tracking, management, user engagement, follower growth across Twitter/X and LinkedIn.

RESULTS OVER 1 YEAR:

FOLLOWER GROWTH:

LinkedIn: New Followers: 2,233 = +53.94%

Twitter: New Followers: 1,384 = +184.53%

ENGAGEMENT GROWTH:

LinkedIn:

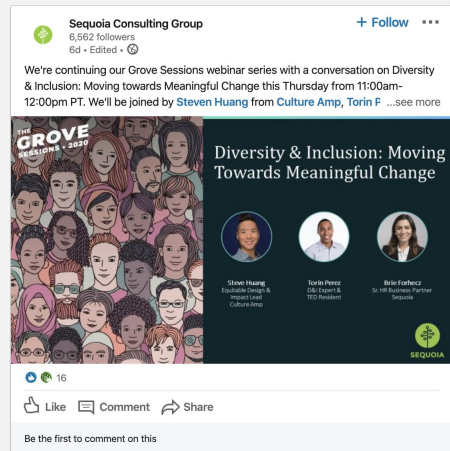
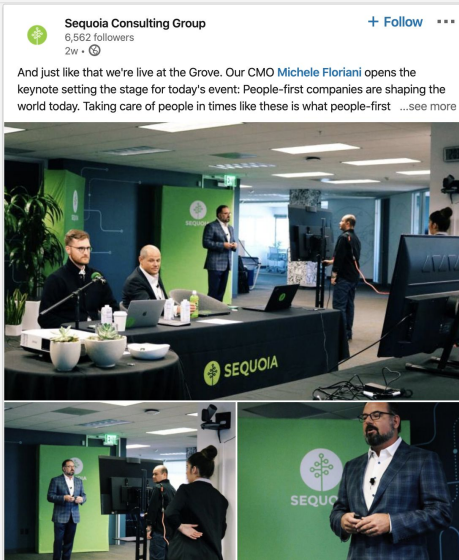
Increased Avg. Monthly Likes from 24 to 235

Twitter:

Increased Avg. Monthly Reach from 13,563 to 57,009

SUMMARY:

Through branded imagery, active promotion of virtual and in-person events, media and resources, followers increased by over 50% with 2,200+ new followers on LinkedIn and grew Twitter by over 180% with 1,300+ additional followers. General engagement and audience reach also dramatically increased after our successful Content Marketing strategy.



AEROSPIKE • aerospike.com

Aerospike is the global leader in next-generation, hyperscale data solutions. Aerospike's clients overcome seemingly impossible data bottlenecks to compete and win with a fraction of the infrastructure cost and complexity of legacy NoSQL databases.

STRATEGY: Content Development, Blog Strategy, Posting and Engagement Schedule, Employee Advocacy

Ongoing monitoring of social media platforms, including engagement of industry thought leaders and users, content creation, posting, tracking, management, follower growth across Twitter & LinkedIn.

RESULTS OVER 1 YEAR:

FOLLOWER GROWTH:

LinkedIn:

Follower Increase: 1,733 = 82.17%

Twitter:

Follower increase of 3,804 = 109.4%

ENGAGEMENT GROWTH:

LinkedIn:

Starting Avg. Monthly Likes: 279

Ending Avg. Monthly Likes: 422

Twitter:

Starting Avg. Monthly Reach: 82,925

Ending Avg. Monthly Likes: 406,264

SOCIAL TRAFFIC TO WEBSITE:

Increased average monthly traffic to site from social from 41 to 422.

SUMMARY:

Through strategic posting and organic engagement tactics - increased the number of followers, engagement and traffic to the website from social media month-over-month.

Increased follower growth on LinkedIn by 82%, on Twitter by 109%.

Engagement averages were nearly doubled on LinkedIn and more than quadrupled on X. The average monthly traffic to the website was also increased by more than 10x.



VentureHealth • venturehealth.com

VentureHealth is an investment portal for accredited investors who want access to high growth opportunities in the \$2.5 trillion healthcare sector.

Our mission is to dramatically transform clinical outcomes by capitalizing breakthrough innovations.

STRATEGY: Posting and Engagement Schedule

Ongoing monitoring of social media platforms including content creation, posting, tracking, management, user engagement, follower growth across Twitter & LinkedIn.

RESULTS OVER 1 YEAR:

FOLLOWER GROWTH:

LinkedIn: Follower Increase: 1,733 = 82.17%

Twitter: Follower Increase: 4,353
Percent of Change: 325.58%

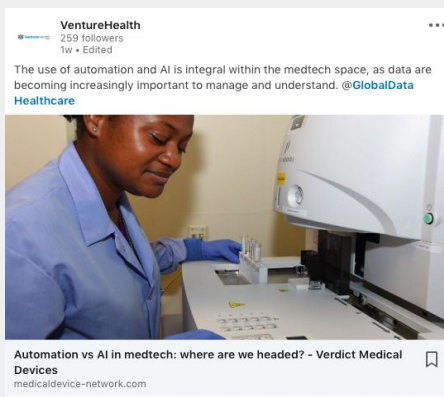
ENGAGEMENT GROWTH:

LinkedIn: Avg. Monthly Likes grew from 19 to 45 per month.

Twitter: Avg Monthly Reach increased from 124,299 to 265,590 per month.

SUMMARY:

Based on development of our content strategy, we built a steadily increased the engagement accounts month over month. The overall increase showed a 82% improvement on LinkedIn and 325%+ improvement on Twitter.



The Vault • thevault.co

The Vault is a coworking space for the future - a full-stack innovation ecosystem and global network of startup accelerators and collaborative workspaces.

STRATEGY: Posting and Engagement Schedule

Ongoing monitoring of social media platforms including content creation, posting, tracking, management, user engagement, follower growth across Twitter & LinkedIn.

RESULTS OVER 3 MONTHS:

ORGANIC FOLLOWER GROWTH:

Followers grown on Facebook, LinkedIn and Twitter, organically at an average rate of 52 followers per month.

SUMMARY:

Over 3 months, followers increased on all 3 platforms from 1%+ on Facebook to 26%+ on Twitter/X. Engagement also more than doubled on Facebook, increased 5x on Twitter/X and increased more than 6X on LinkedIn.



Allied Pain & Spine • myalliedpain.com

Allied Pain & Spine Institute are a range of multidisciplinary medical practices that delivers the most cutting-edge and evidence-based pain solutions available today. Providing a comprehensive consultation and multi-faceted care solution for acute and chronic pain conditions arising from virtually any part of the human physical body.

STRATEGY: Posting and Engagement Schedule

Ongoing monitoring of social media platforms including content creation, posting, tracking, management, user engagement, follower growth across Facebook & Instagram.

RESULTS OVER 1 YEAR:

From a dormant account into one that receives over 100+ monthly engagements across FB and IG.

Facebook:

Increased monthly clicks from 0 to 113/month.

Instagram:

Increased followers from 0 to 110.

SUMMARY:

Taking control of and building a set of high quality profiles for a prestigious California-based set of pain clinics, combining their local reputation with a modern and high quality image to connect with their community, dramatically increasing their profiles' reach by over 1000%.



Automated Reporting

Bulk Automated Reporting

Local SEO & Reputation Management for a 100+ Location Franchise

CLIENT SUMMARY: 911 Restoration is a leading disaster restoration company offering water damage restoration, mold remediation, fire and smoke damage repair, and sewage cleanup. With over 100 locations nationwide, they provide 24/7 emergency support to homes and businesses in need.



CLIENT CHALLENGE: 911 Restoration needed to strengthen the online reputation and local search visibility of over 100 franchise locations. Many locations had inconsistent or incomplete business listings, low online reputation scores, and inconsistent visibility in local search and the map pack.

RESULTS:

One flagship location's online reputation score improved from 54 (average) to 88 (excellent), and its directory listings went from 153 errors to zero. Locations saw meaningful increases in website phone clicks and form fills as visibility and rankings improved. Standardized listings across 40+ directories gave every location a cleaner, more consistent, more trustworthy online presence.

WHAT WAS DELIVERED

SEO Scorecard: benchmarked and ranked each location's starting online reputation to prioritize where the work would matter most.

Google Business Profile optimization: updated photos, categories, services, and business details across every location.

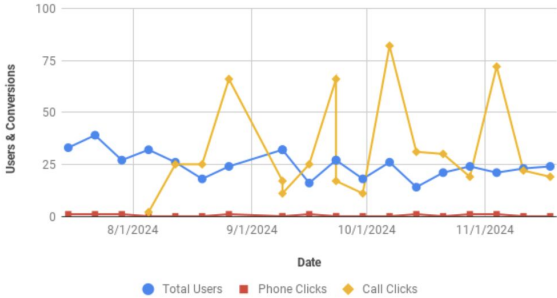
Directory cleanup: corrected and standardized listings across 40+ online directories, fixing inconsistent name, address, and phone (NAP) data.

Reputation management: monitored and responded to reviews to build a stronger, more trustworthy public profile at each location.

Local SEO and traffic tracking: monitored website traffic, phone clicks, and form fills by location to tie visibility gains to actual lead activity.

Automated Reporting

Full Trendline



Row Labels	Sum of Clicks: FMA	Sum of Impressions: FMA	Sum of Clicks: MJJ	Sum of Impressions: MJJ
1. Southern Houston	1	597	24	2328
2. Dallas	29	1766	29	1503
3. Virginia Peninsula	21	286	18	561
4. Virginia Beach	13	792	16	1072
5. Des Moines	4	140	16	968
6. Northwest Michigan	4	109	11	329
7. Big Rapids / Grand Rapids	3	373	10	54
8. Cedar Rapids	4	136	16	315
9. East Dallas	4	581	9	822
10. Charlotte	2	319	2	369
11. Ft. Collins - Northern Michigan	4	238	7	523
12. Phoenix / Triad/Triun	2	203	2	163
13. Nashville East Myers	2	340	5	503
14. Central Arkansas	3	170	1	603
15. Southern Los Angeles	4	26	4	37
16. Kansas City Metro	4	146	4	164
17. Northwest Arkansas	3	220	4	69
18. Chattanooga	3	361	5	216
19. Southern Maryland	2	191	3	196
20. San Diego	3	257	3	297
21. Fayetteville, NC	2	243	3	269
22. Metro Detroit	6	251	3	297
23. Metro Detroit North	2	1153	2	634
24. Miami	4	54	3	91
25. Appleton/Oshkosh	4	168	2	484
26. DC	3	443	3	163
27. New Orleans	3	242	1	143
28. Central Missouri	4	84	4	164
29. San Gabriel Valley	0	1162	1	953
30. Indianapolis	0	356	0	389
31. Albany/Canton	0	1738	0	1489
32. Southern Nevada / SW Las Vegas	0	349	1	932
33. Southern Mississippi	0	239	0	295
34. Central Maryland	4	204	0	32
35. Prince George's County / Howard County	0	436	0	867
36. DuBuois / Rochester	0	239	0	353
37. Northern Houston	0	410	0	729
38. Tampa	0	511	0	389
39. Eastern Oregon County	0	1591	0	1286
40. San Bernardino County	0	511	0	444
41. Northwest Georgia	0	755	0	771
42. Metro Detroit East	0	452	0	1198
43. Milwaukee	0	452	0	1198
44. Grand Total	158	22218	210	23786

Las Vegas

WEBSITE MONTHLY REPORT

From August 01, 2024, to August 31, 2024

SUMMARY

Overall, the Las Vegas location's online performance shows a mixed picture across the three platforms. Google Analytics data reveals a slight decrease in total users and a marginal increase in bounce rate, signaling potential challenges in user engagement and retention. The decline in contact form conversions suggests a need for optimization strategies to stimulate lead generation. Conversely, Google Search Console metrics indicate an increase in clicks, although the Click-Through Rate (CTR) experienced a slight decline. Stable impressions imply consistent visibility despite fluctuating user interactions. On Google My Business, positive growth is evident with increased Business Direction Requests, Call Clicks, Website Clicks, and Business Impressions, suggesting heightened interest in the business. However, the lack of Business Conversations highlights a missed opportunity for customer engagement. The Las Vegas location could benefit from focusing on improving user engagement metrics and optimizing SEO strategies for continued growth and visibility.

Google Analytics

In the last 30 days, the Las Vegas location showed a slight decrease in total users, dropping from 166 to 159 compared to the previous 30 days. The bounce rate also increased marginally from 55.56% to 56.74%, indicating a slightly higher percentage of users leaving the site without interacting. Notably, phone click conversions remained constant at 2.

conversion rate based on contacting the franchise via phone. However, there

is, dropping from 3 to 5. This change

the generation of leads through the website's contact forms, coupled with a higher bounce rate and a drop in contact form

total need for optimization strategies to improve user

ration on the Las Vegas location's website.

Trendline



Google Search Console

For the Las Vegas location, notable changes in website metrics between the previous month and last month are observed from 12 to 16, showing a positive trend in user engagement. However, the Click-Through Rate (CTR) decreased slightly from 66.97% to 52.26%. This reduction may indicate opportunities to enhance the website's relevance or attractiveness in search results. Interestingly, the pages receiving clicks differed between the two periods, highlighting potential variations in user preferences or search queries. Impressions remained relatively stable, with a minor decrease from 8,399 to 8,263. This consistent visibility could imply a steady presence in search results despite fluctuations in user interactions. Overall, these metrics suggest a mixed performance, where engagement metrics improved while CTR saw a slight decline.

1	1	https://www.911re.com/	https://www.911re.com/	911 restoration las vegas
1	1	https://www.911re.com/	https://www.911re.com/	911 restoration las vegas

Google My Business

In the last month, the Las Vegas location exhibited several positive changes across its key metrics. The Business Direction Requests increased from 46 in the previous month to 58 in the last month, suggesting heightened interest in visiting the physical location. Call Clicks also saw an uptick, rising from 15 clicks to 22, indicating that more potential customers were reaching out directly to the business, possibly to inquire about services or verify information. Website Clicks experienced growth as well, climbing from 26 to 33, demonstrating increased online engagement with the business profile. Additionally, Business Impressions saw a significant increase from 881 to 1069, which could be attributed to improved SEO practices or higher visibility on Google Search and Maps. However, Business Conversations remained at 0, indicating that there were no messages

Jes for the Las Vegas location's

Keyword	Previous month	Last month
911 restoration las vegas	911 restoration las vegas	911 restoration las vegas
911 restoration las vegas	911 restoration las vegas	911 restoration las vegas
911 restoration las vegas	911 restoration las vegas	911 restoration las vegas

Google Business Profile

Reputation Management & Growth

Google Profile Optimizations & Reputation Management

CLIENT SUMMARY: 911 Restoration is a premier disaster restoration company offering a full range of services, including water damage restoration, mold remediation, fire and smoke damage repair, and sewage cleanup. Operating from over 100 locations nationwide, they provide 24/7 emergency support to help homes and businesses recover quickly and effectively.



CLIENT CHALLENGE: 911 Restoration faced challenges in enhancing the visibility of over 100 franchise Google Business Profiles. They needed to ensure each location appeared prominently in the map pack and local search results to attract customers within their specific service areas.

RESULTS:

Optimized the Google Business Profiles of over 100 locations, enhancing visibility, keyword relevance, and local rankings to drive more leads.

Additionally, they corrected and standardized listings across 40+ online directories, boosting visibility, securing quality backlinks, and establishing a clean, accurate, and trustworthy online reputation.

WHAT WAS DELIVERED

SEO Scorecard to assess and rank each location's initial online reputation. From there, a comprehensive system was developed to optimize all profiles, leveraging best practices to enhance reach, rankings, and reputation for each franchise.

Key Optimization Tasks Included:

- Benchmark Reporting
- Google Business Profile (GBP) Optimizations
- Logo and Cover Photo Updates
- Listings Updates and Corrections
- Apple Business Connect Updates
- Third-Party Categories Optimization
- Social Media Posting
- Review Management (Responding to Reviews)
- Writing and Updating Google Business Profiles
- Categories and Services Updates
- GBP and On-Site Reporting
- On-Site Content Updates
- Updating Links and Contact Information in 40+ Online Directories

This comprehensive approach ensured each location was well-positioned for improved local visibility and lead generation.

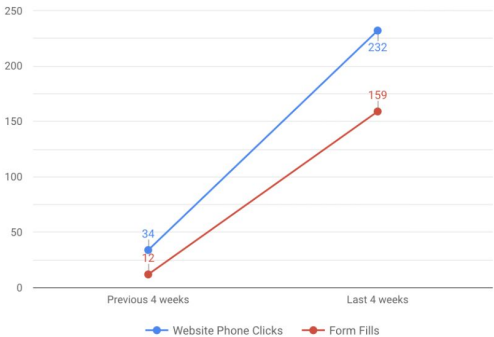
Google Business Profile Optimizations

All Locations | 1 month progress

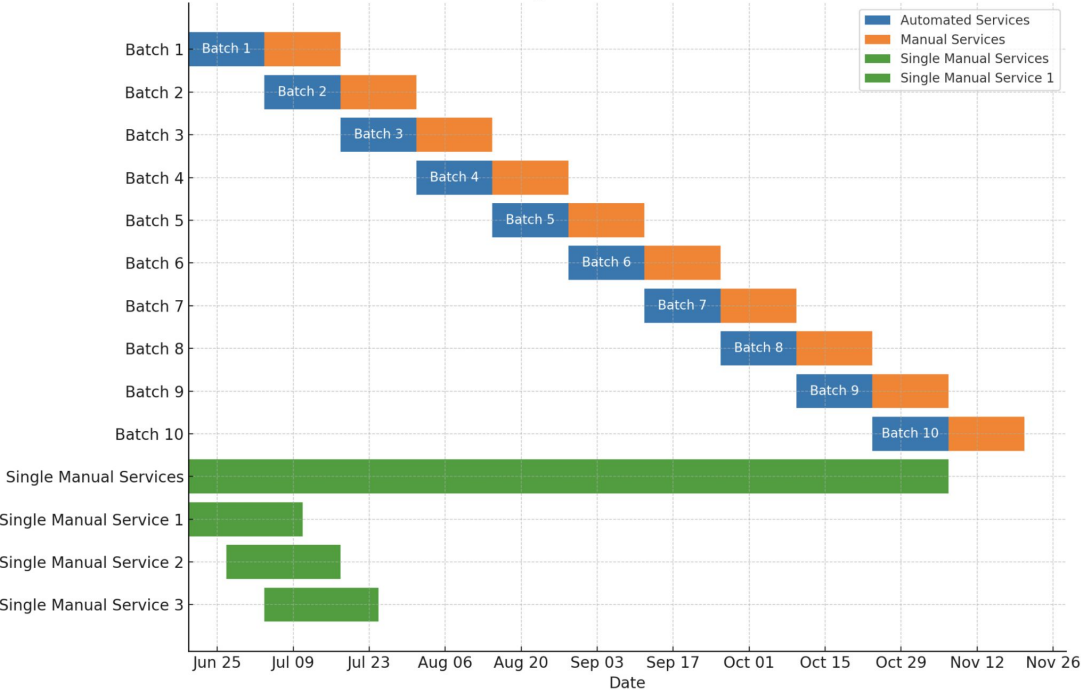
Google My Business Trendline



Google Analytics Trendline



Incubator Schedule with Single Manual Services for 100 Location Websites



Listing Updates & Management

Before:

Your listings report before you joined SEO Marketing

153 ERRORS

911 Restoration of Virginia Beach
Virginia Beach

Site Name	Business Name	Address	Phone	Status
	Google Maps	Not Found	Not Found	Scan not started. Address incomplete
	Facebook	Not Found	Not Found	Scan not started. Address incomplete
	Bing	Not Found	Not Found	Scan not started. Address incomplete
	Apple Maps	Not Found	Not Found	Scan not started. Address incomplete
	MapQuest	Not Found	Not Found	Scan not started. Address incomplete
	Foursquare	Not Found	Not Found	Scan not started. Address incomplete
	Trip Advisor	Not Found	Not Found	Scan not started. Address incomplete
	Elocal	Not Found	Not Found	Scan not started. Address incomplete
	City Squares	Not Found	Not Found	Scan not started. Address incomplete
	Navmii	Not Found	Not Found	Scan not started. Address incomplete
	Where To?	Not Found	Not Found	Scan not started. Address incomplete
	Ya Sabe	Not Found	Not Found	Scan not started. Address incomplete
	Opendi	Not Found	Not Found	Scan not started. Address incomplete

Page 4 / 7

After:

911 Restoration

May 10, 2024

Your listings report

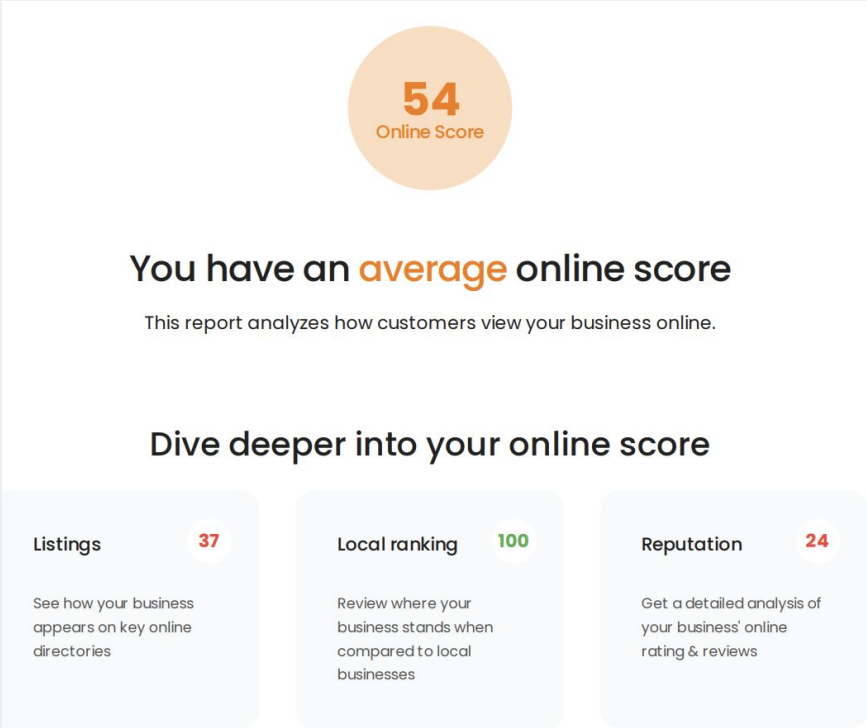
No Errors

911 Restoration of Virginia Beach
Virginia Beach

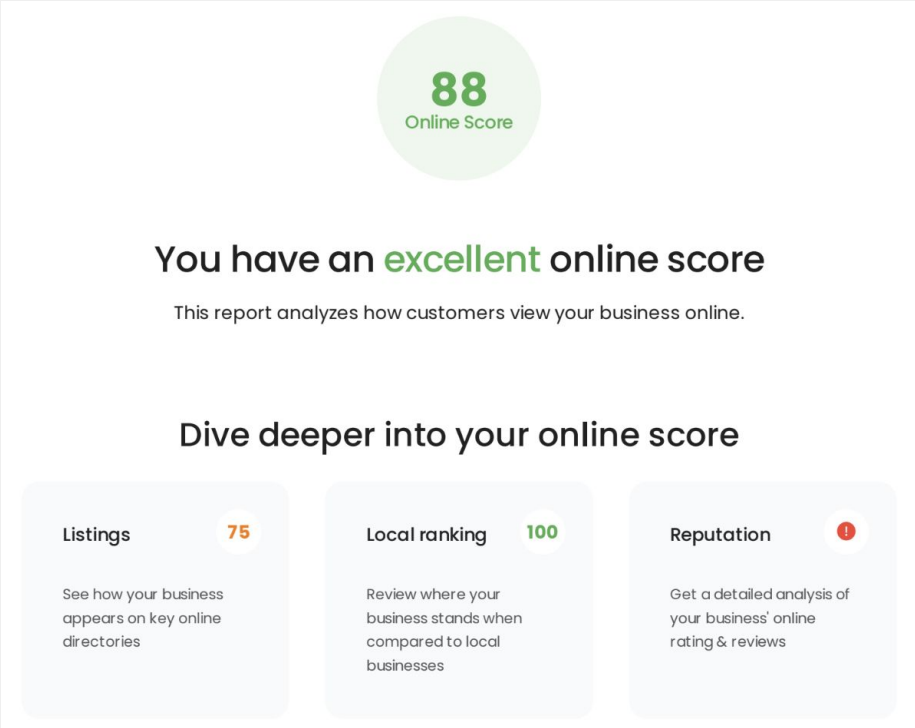
Site Name	Business Name	Address	Phone	Status
 Google Maps	911 Restoration of Virginia Beach	102 Pennsylvania Ave	(757) 324-5276	Live
 Facebook	911 Restoration of Virginia Beach	102 Pennsylvania Ave	(757) 324-5276	Live
 Bing	911 Restoration of Virginia Beach	102 Pennsylvania Ave	(757) 324-5276	Live
 Apple Maps	911 Restoration of Virginia Beach	102 Pennsylvania Ave	(757) 324-5276	Live
 MapQuest	911 Restoration of Virginia Beach	102 Pennsylvania Ave	(757) 324-5276	Live
 Foursquare	911 Restoration of Virginia Beach	102 Pennsylvania Ave	(757) 324-5276	Submitted
 Elocal	911 Restoration of Virginia Beach	102 Pennsylvania Ave	(757) 324-5276	In Progress
 City Squares	911 Restoration of Virginia Beach	102 Pennsylvania Ave	(757) 324-5276	Live
 Navmii	911 Restoration of Virginia Beach	102 Pennsylvania Ave	(757) 324-5276	Live
 Where To?	911 Restoration of Virginia Beach	102 Pennsylvania Ave	(757) 324-5276	Action Required
 Opendi	911 Restoration of Virginia Beach	102 Pennsylvania Ave	(757) 324-5276	Live
 Manta	911 Restoration of Virginia Beach	102 Pennsylvania Ave	(757) 324-5276	In Progress

Digital Reputation Management

Before:



After:



Link Building

Backlink Growth

Off-Site Link Building

Client:



CLIENT CHALLENGE: Rivia Mind, a growing telehealth provider specializing in psychiatry and psychotherapy, needed to strengthen their online presence across competitive markets in five states. Their primary challenges included:

- Limited organic search visibility for highly competitive mental health and telehealth-related keywords.
- A lack of high-quality backlinks to establish domain authority.
- The need to rank higher in local search results to attract patients in their service areas.

WHAT WE DELIVERED: Developed a comprehensive **Organic Link Building Strategy** tailored to Rivia Mind's niche in the mental health and telehealth space. Key deliverables included:

- **Backlink Auditing:** Analyzed their existing backlink profile to identify gaps and opportunities.
- **High-Quality Link Acquisition:** Secured backlinks from authoritative health, telehealth, and regional websites to boost domain authority.
- **Content-Driven Outreach:** Created engaging, shareable content (such as blog posts and resource pages) to attract organic links from reputable sources.
- **Local SEO Optimization:** Partnered with local directories and relevant health organizations to acquire localized backlinks.
- **Competitor Benchmarking:** Identified backlink strategies used by competitors to replicate and improve upon their successes.

CLIENT SUMMARY: Rivia Mind is a comprehensive mental health service providing both in-person and virtual care across several states, with a focus on high-quality, evidence-based treatment options tailored to individual needs. As a forward-thinking organization, Rivia Mind emphasizes rapid appointment availability, inclusive and diverse care, and robust support for mental wellness across all demographics.

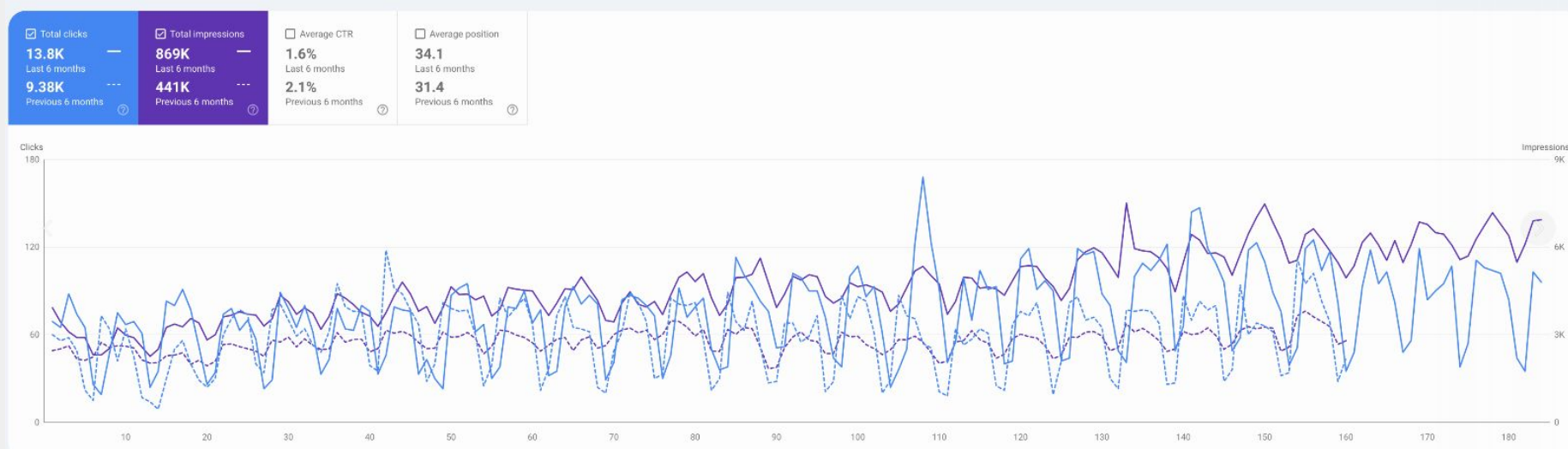
RESULTS:

Within six months, Rivia Mind experienced substantial improvements in their online visibility:

- **45% Increase in Domain Authority:** Strengthened by high-quality, niche-relevant backlinks.
- **65% Growth in Organic Traffic:** Resulting in higher patient inquiries and appointment bookings.
- **Top 3 Local Search Rankings:** Achieved for critical keywords in their five operational states.
- **Enhanced Reputation:** Collaboration with respected mental health organizations improved their credibility and visibility in the telehealth space.

This focused organic link-building effort positioned Rivia Mind as a trusted provider in competitive markets, driving sustainable growth and long-term SEO success.

Organic Link Building | *Examples, Screenshots, Assets*



Organic Link Building

Examples,
Screenshots,
Assets

