



Case Studies

During the COVID-19 pandemic, the New York Harbor Tours business was hit hard. Tourists were no longer traveling to NYC, and residents were barely leaving their houses for groceries, let alone leisure activities such as a harbor boat tour. However, as the economy began to reopen and certain restrictions were lifted, it became evident that an outdoor boat tour was one of the few things that folks in NYC could actually do safely. Realizing this, our team put together a strategy to build out content around COVID-safe activities, including a New York Harbor Tours tour. This page quickly became one of their most-visited pages, and now ranks for 295 organic keywords. Since the time it was created, this page has received 2,733 organic sessions.

OUR RESULTS FOR 2021

- Keywords ranked increased by **167% (940 to 2,510)**
- Traffic increased **203%** from 10,572 to 32,136
- Revenue from Organic Search increased **134%**

KEYWORDS RANKED

Organic keywords ⁱ 2,792

Export ▾



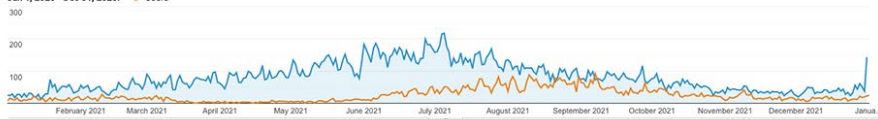
#1-3 #4-10 #11-100

YEAR OVER YEAR TRAFFIC

Users ▾ vs. Select a metric

Day Week Month  

Jan 1, 2021 - Dec 31, 2021: ● Users
Jan 1, 2020 - Dec 31, 2020: ● Users



Primary Dimension: Keyword Source Landing Page Other ▾

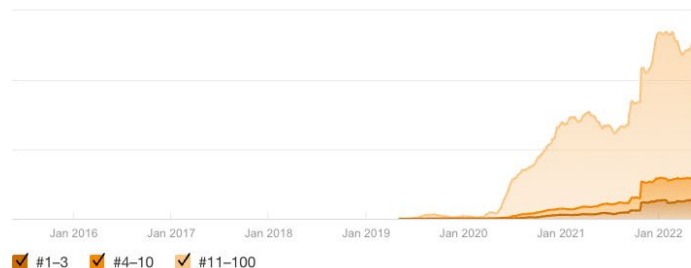
Keyword	Acquisition			Behavior		Conversions eCommerce ▾			
	Users ▾	New Users ▾	Sessions ▾	Bounce Rate ▾	Pages / Session ▾	Avg. Session Duration ▾	Ecommerce Conversion Rate ▾	Transactions ▾	Revenue ▾
	240.75% ▲ 27,403 vs 8,842	257.59% ▲ 26,701 vs 7,447	203.97% ▲ 32,136 vs 10,572	14.07% ▼ 58.68% vs 51.45%	12.84% ▼ 2.33 vs 2.67	26.44% ▼ 00:01:25 vs 00:01:37	35.38% ▼ 0.51% vs 0.79%	96.43% ▲ 165 vs 84	134.71% ▲ \$91,897.25 vs \$9,912.50

The Winston Digital team partnered closely with a kids sunscreen brand to work towards their mission of ensuring that children all across the U.S. wear sunscreen on a daily basis. In order to assist in this strategy, we decided to create a valuable resource providing the daily UV index to parents who are concerned about their children's health. Our hope is that this resource encourages parents to teach their children about the importance of sunscreen, and how the line of products can make the process easy and fun. This resource has helped to garner a significant amount of organic traffic and sales to the website, allowing the team to reach their overall business goals and KPIs.

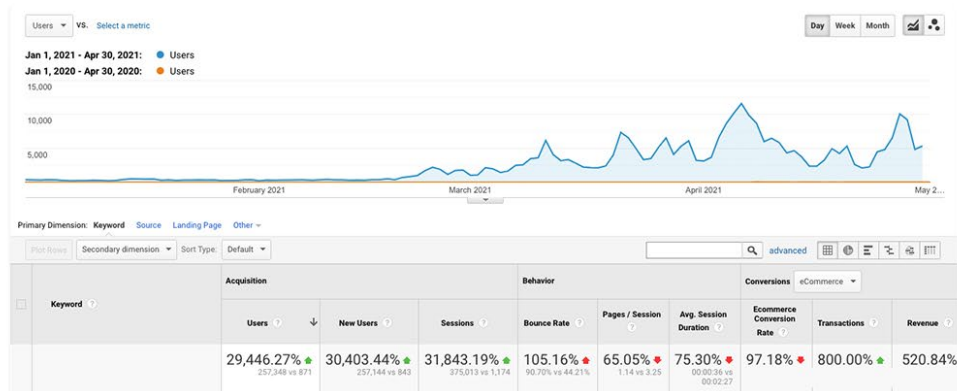
OUR RESULTS FOR 2021

- Total keywords ranked increased by **388%**
- Traffic increased **6,085%** from 3,342 to 206,705

KEYWORDS RANKED



YEAR OVER YEAR TRAFFIC

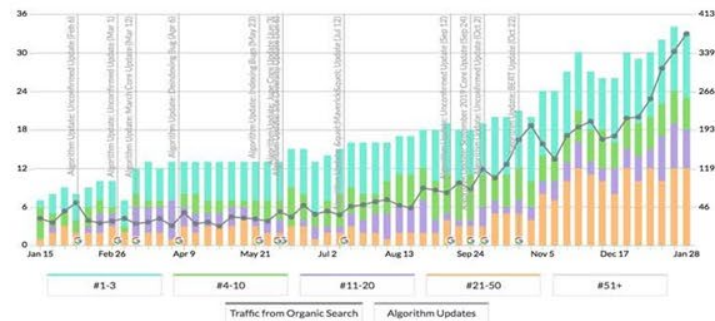


In December 2018 we began working Steven Lipman and Inside Music Schools. Steven is a college admissions consultant and the former Dean of Admissions at Berklee. Due to lacking awareness of his offering we crafted a content strategy focusing on questions parents ask leading up to college admissions. Working with our writer and Steven, we created a series of posts which drive traffic and leads each day.

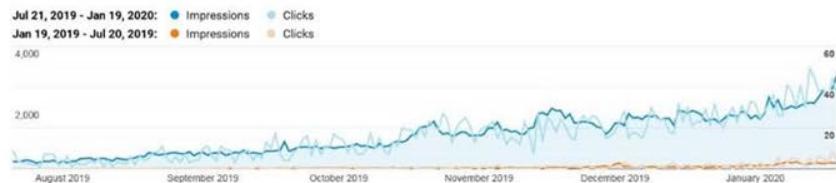
OUR RESULTS FOR 2019/20

- We improved the number of keywords ranked in the top 50 by **347%**.
- **233%** increase in page 1 keywords.
- Q4 2019 traffic was up **1,608.55%** with 1,999 users vs 117 in 2018.
- 27 Leads from Organic Search in January 2020 vs 1 in 2019.

KEYWORDS RANKED



YEAR OVER YEAR TRAFFIC



This data was filtered using an advanced filter.

Landing Page	Acquisition					Behavior		Conversions		
	Impressions	Clicks	CTR	Average Position	Sessions	Bounce Rate	Pages / Session	Goal Completions	Goal Value	Goal Conversion Rate
	2,697.01% 199,529 vs 7,134	2,418.10% 2,921 vs 116	9.97% 1.46% vs 1.63%	6.13% 29 vs 31	2,171.85% 3,067 vs 135	1.46% 90.51% vs 91.85%	6.66% 1.22 vs 1.15	100.00% 12 vs 0	0.00% \$0.00 vs \$0.00	100.00% 0.39% vs 0.00%

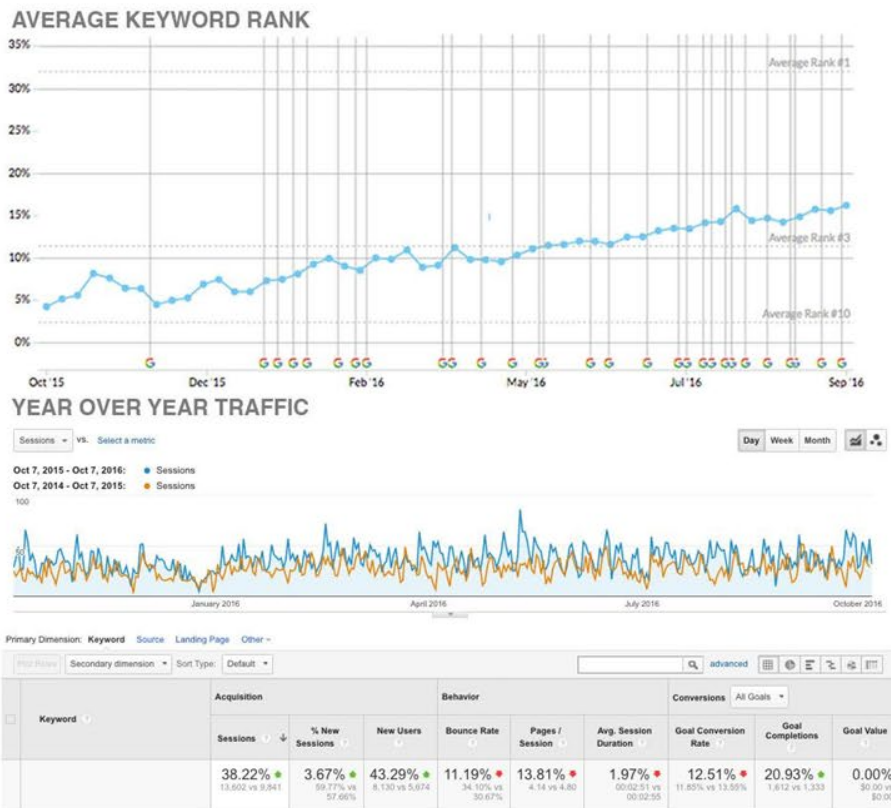
In October 2015 we began working with a local music studio. While this studio had fairly good ranking as it was, there was room for improvement through further optimizing their site, creating new content and gaining high value links.

OUR RESULTS AFTER 1 YEAR

- We improved their average rank on 30 keywords from around 10, to an average rank of **2.9**

- In the last 12 months there was a **38%** increase in organic traffic and a **43%** increase in the number of new users.

- Online bookings from Organic Search are up **24%** for the year.



In November 2016 we began working with a local jet ski tour company. While this company opened just 1 year before, within a year we were able to surpass all competing sites for traffic and ranking.

OUR RESULTS AFTER 1 YEAR

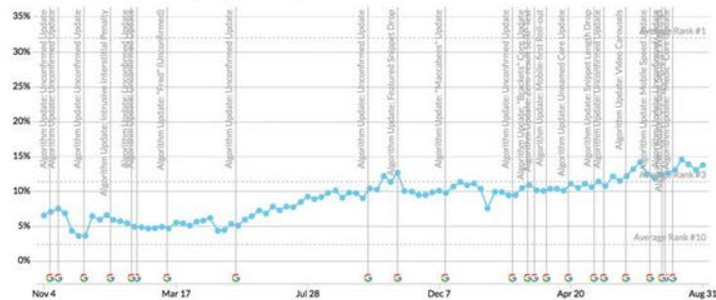
- We improved their average rank on 100 keywords from around 15, to an average rank of **3**

- In the last 12 months there was a **145%** increase in organic traffic and a **158%** increase in the number of new users.

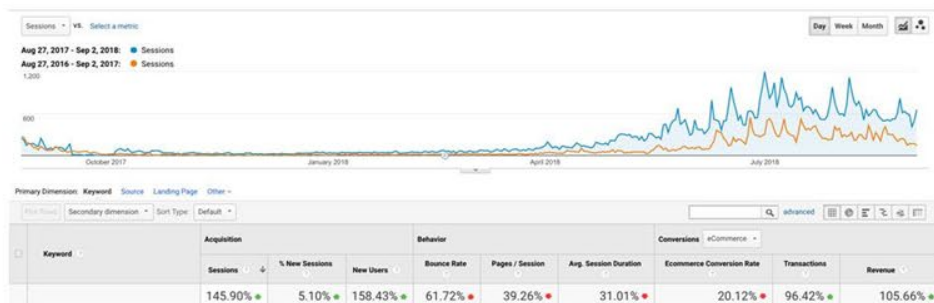
- Revenue from Organic Search is up **105%** for the year with a high 6 figure increase.

AVERAGE KEYWORD RANK

Estimated percentage of clicks based on your keyword rankings



YEAR OVER YEAR TRAFFIC



In January 2016 we began working with a regional specialty furniture provider. We first redesigned their website with a SEO friendly site structure, and built a library of content that helps set them apart as an authority. For 3 years straight we have had 50%-100% increases YoY.

OUR RESULTS FOR 2018

- We improved their average rank on 30 keywords from below 5, to an average rank of **3**
- In the last 12 months there was a **118%** increase in organic traffic and a **128%** increase in the number of new users.
- Leads from Organic Search are up **92%** for the year.

AVERAGE KEYWORD RANK



YEAR OVER YEAR TRAFFIC

