

Relativity SEO & PPC Case Studies



Relativity SEM is an award-winning Search Engine Marketing, PPC and SEO agency dedicated to providing value and producing results. With over 20 years of experience providing high quality Internet Marketing with proven results in global markets, their services are an asset to any marketing strategy.

We provide value to clients with benefits such as quick-to-market flexible solutions, high quality work, cutting edge technology expertise, and a full services portfolio.

Satisfied clientele bare testimony to our belief in high quality work and reliability at competitive costs. [Contact us](#) today and become another success story!

We are also very proud and honored to be part of these charities and organizations:

- [Brav.org](#) – a non-profit organization dedicated to preventing and ending bullying as well as providing empowering tools and resources for those who need a helping hand.
- [USServiceAnimals.org](#) – a service animal registry dedicated to providing affordable service animal registrations, vests and doctor approval letters for the disabled and those who need help from service animals.



[Penguin Marketing](#) – launched to address the public records needs of people living in North America. They provide essential data and records for people and businesses throughout the United States. These services help companies protect themselves through identification methods and background checks; help consumers validate businesses and acquaintances; and help people protect themselves and their families with services ranging from vehicle history reports, property records and background checks to birth and death records. [Read how we took this struggling data company and turned it into a national juggernaut.](#)



[Brav.org](#) – a non-profit organization dedicated to preventing and ending bullying. They are also a resource for those who want to educate themselves on the many forms of bullying and harassment as well as how to stop it and ways to empower those who have to deal with it. [See how we were selected to help this Google Grant recipient spread the message to stop bullying and increase their traffic by 3,500% in the first month!](#)



[**America's Press: On-demand Book Printing**](#) – on-demand book printer in Texas who provides book printing services nationwide. Their services reach every type of customer from medium sized publishing companies to self-published authors. They offer services such as bounding paperback books, hardback case bounding, publishing, self-publishing, saddle stitch bounding, plasti-coil books, printing, photo books, funeral programs, brochures and everything in between. [Read how we increase leads in top US markets without raising the marketing budget.](#)



[**Good Hair Days Salon**](#) – a hair salon that needed to bring new clients into their new location but didn't know how. They set up a Google Adwords campaign but needed help getting off the ground. That's when they contacted Relativity PPC for help. [Read how we increased their business by 425% year after year.](#)



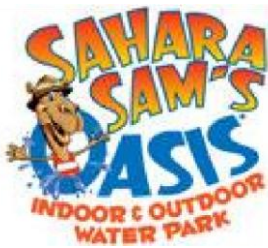
Happy Hound Daycare – a dog daycare and boarding facility whose mission was to get their new business off the ground quickly and use Google AdWords to get the word out about their unique services and locations. [Read how we were able to quickly increase their client base to 40+ new clients per month as they now get 90% of their business online.](#)



Menlo Innovations – an innovative software development company that was great with developing useful tools and IT solutions but didn't know how to market their services. While their services were innovative and helpful, they had trouble targeting the correct audience or figuring out the best approach to marketing their company nationally. [See how we were able to help them achieve 22 times their return on investment.](#)



Cornerstone Auto Glass – an auto glass company in business since 1999 helping people in their local community with windshield repairs and replacements needed to expand their operations to nearby cities in the Tampa Bay, FL area. [Read how we were able to increase their return on investment by 1,105%.](#)



[**Sahara Sam's Oasis Water Park**](#) – an indoor and outdoor water park in West Berlin, NJ that is open year-round. They cater to children as well as teens and even adults with services for each age group. While they are a desirable place to relax and have fun, even during the winter time, they did not have the recognition locally that they needed. [See how we were able to increase their traffic 553% and increase sales 731% quickly.](#)



[**Access Lock & Security Locksmith**](#) – a locksmith company that was searching for ways to increase their customer base while showcasing their 24/7 locksmith services in nearby communities. They had tried print media with minimal success and needed a steady platform to advertise their availability and quality services. [Learn how we were able to bring this company to #1 position on Google with an increase of 415% in business each month.](#)



[**Mercedes Medical**](#) – a medical equipment and laboratory supplies distributor throughout the US. They specialize in supplying clinics, labs, doctor offices and hospitals with important histology equipment and medical supplies

from rubber gloves and beakers to large cryostats and machinery used to test blood. [See how, with our help, Mercedes Medical was able to expand their reach and customer base from local customers to a much larger national audience, thus increasing their sales by 110%.](#)



[HID Country](#) – HID Country is a purveyor of automobile lighting kits known as HID Kits or HID headlight kits as well as high-end flashlights with a global market. [Learn how our two-fold approach repaired their broken paid search campaign and increased their sales and traffic 77%.](#)



[US Service Animals](#) – a US service animal registry providing registration for service animals, therapy animals and emotional support animals for those in need. They market to the entire US and Canada with an emphasis on helping disabled people and those who need an affordable solution to register their service animal. [Read how we were able to take this new business and make them a leading brand in their industry with an increase of sales by 305% in the first month.](#)

Penguin Marketing Case Study



Case Study: Penguin Marketing

www.penguinmarketing.com

Background: Penguin Marketing was launched to address the public records needs of people living in North America. They provide essential data and records for people and businesses throughout the United States. These services help companies protect themselves through identification methods and background checks; help consumers validate businesses and acquaintances; and help people protect themselves and their families with services ranging from vehicle history reports, property records and background checks to birth and death records.

The Challenge: The client had a great service but needed to reach the correct demographic in order to produce sales. The demand was there because many government agencies do not have readily available reports and the reports that are available, do not provide the in-depth detail provided by Penguin Marketing and their websites.

Goals:

- Develop and grow strong online presence
- Create brand awareness
- Define, find and engage target audience
- Increase online sales by 25%
- Lower CPA while boosting ROI through redesigned paid search campaigns
- Create a long-term solution for sustainable growth

Approach:

- Develop a strategic search engine marketing plan with actionable roadmap
- Strong market research and an overhaul of existing paid search strategies
- Thorough A/B split testing of ad text, landing pages and checkout process (funnel testing)
- Remove and block negative keywords and irrelevant search queries to save budget that can otherwise be spent on productive keywords

What We Achieved:

- 352% increase in clicks
- 1,000% increase in ROI – while spend increased by only 42%
- #1 Google Positioning for all target keywords

Relativity PPC's search engine marketing campaign was a huge success for Penguin Marketing's websites. They achieved and maintained a staggering ROI with only a slight increase in spend. Due to the success and consistent ad placement, they became the big brand leaders for all relevant keywords in their industry.

Brav.org Case Study



Case Study: Brav.org

www.brav.org

Background: Brav.org is a non-profit organization dedicated to preventing and ending bullying. They are also a resource for those who want to educate themselves on the many forms of bullying and harassment as well as how to stop it and ways to empower those who have to deal with it.

The Challenge: This client had a valuable message and passion but as a non-profit organization, they didn't have any money for marketing so we took this job on pro bono so we could help build something we believe in to help them reach their audience and help the many people and children effected by bullying.

Goals:

- Develop and grow strong online presence
- Create brand awareness
- Define, find and engage target audience
- Get a grant to fund marketing on Google AdWords paid search
- Increase online traffic to website by 75%
- Create a long-term solution for sustainable growth
- Market YouTube videos to target audience

Approach:

- Develop a strategic search engine marketing plan with actionable roadmap
- Strong market research and an overhaul of existing paid search strategies
- Thorough A/B split testing of ad text, landing pages and checkout process (funnel testing)
- Create channels for YouTube videos and marketing

- Remove and block negative keywords and irrelevant search queries to save budget that can otherwise be spent on productive keywords

What We Achieved:

- 3,500% increase in traffic
- an increase in the Google Grant monthly spend
- #1 Google Positioning for all target keywords

Our approach to help Brav.org with their marketing campaign on AdWords was a huge success by bringing them more traffic and spreading their message to help children and people, combat bullying. We are proud to say that, with our help, thousands of people have found the help they need, the strength they were looking for, to help them in their time of need. The message has grown and with that, Google Grants has expanded the allowance of money they give Brav.org monthly, which in turn, helps everyone. We are honored to be part of this project and thankful that we were selected to help!

America's Press Case Study



Case Study: America's Press – On-Demand Book Printing

www.americas-press.com

Background: America's Press is an on-demand book printer in Texas who provides book printing services nationwide. Their services reach every type of customer from medium sized publishing companies to self-published authors. They offer services such as bounding paperback books, hardback case bounding, publishing, self-publishing, saddle stitch bounding, plasti-coil books, printing, photo books, funeral programs, brochures and everything in between.

The Challenge: The client had great success locally and minimal success with other markets around the US but needed to expand to 15 large metro areas around the US to maximize growth. Not only did they need to target specific regions, they needed to target a specific audience.

Goals:

- Develop and grow strong online presence in multiple regions around the US
- Create brand awareness in multiple regions and cities around the US
- Define, find and engage target audience
- Increase online sales by 50%
- Create a long-term solution for sustainable growth

Approach:

- Develop a strategic search engine marketing plan with actionable roadmap
- Strong market research in 15 target cities and metro areas
- Thorough A/B split testing of landing pages
- Keyword research in each region to target most popular and useful keywords

What We Achieved:

- 100% increase in leads
- Top keyword positioning with several keywords in multiple locales around the US with many Page One positions and #1 rank on Google and Bing (over 50 in top 10 positions)
- No increase in current market budget. **We were able to achieve this for the same price they were paying their last marketing company!**

Relativity SEO's search engine marketing campaign strategy was a great success for America's Press and their many target areas around the US. They far surpassed their goal and went from one lead per week to over ten per week, consistently without an increase in market spend. They have many top 10 keywords on Google in every major city as well as many in the #1 position for the most fruitful keywords in their industry.

Good Hair Days Case Study



Case Study: Good Hair Days Salon

www.floridahairextensions.com

Background: Good Hair Days is a hair salon that needed to bring new clients into their new location but didn't know how. They set up a Google Adwords campaign but needed help getting off the ground. That's when they contacted Relativity PPC.

The Challenge: The client had a great service and strong ambition but did not have the customer base they needed.

Goals:

- Develop and grow strong online presence in their local community
- Create brand awareness
- Grow their business
- Establish a customer base
- To measure the return on their advertising investment
- To adapt their advertising to seasonal trends
- Define, find and engage target audience

Approach:

- Develop a strategic search engine marketing plan with actionable roadmap
- Strong market research and an overhaul of existing paid search strategies

- Targeted ads to show within a specific geographic radius
- Used phone numbers and coupons to track client sources
- Moved most of their advertising budget online

What We Achieved:

- Grew their business by 425% in one year
- Reduced their customer acquisition cost
- Now welcome 55 new clients per month
- Opened up 2 new locations in Houston and Las Vegas

Relativity PPC's search engine marketing campaign was a huge success for Good Hair Days. They achieved and maintained a staggering ROI with only a slight increase in spend. Due to the success and consistent ad placement, they were able to expand their business to multiple locations.

“During our slower months, we show our ads within a 50-mile radius to reach more people. When business picks up in the winter, we only show our ads within a 20-mile radius. The more precisely we target, the more our click through rate increases.” – Franky Brady, owner, Florida Hair Extensions

Happy Hound Case Study



Case Study: Happy Hound

www.happyhound.com

Background: Happy Hound is a dog daycare and boarding facility whose mission is to ensure the happiness, comfort and health of each and every client – both dog and human. She set up multiple locations throughout the San Francisco Bay area but needed help getting the word out about her services and locations.

The Challenge: The client had a new business and multiple locations but needed to get off the ground ASAP in order to survive.

Goals:

- Get their new business off the ground
- Create brand awareness
- Establish and grow their customer base
- Define, find and engage a local audience

Approach:

- Develop a strategic search engine marketing plan with actionable roadmap
- Strong market research and an overhaul of existing paid search strategies
- Targeted ads to show within a specific geographic radius
- Used phone numbers and coupons to track client sources
- Moved most of their advertising budget online

What We Achieved:

- They are now at maximum capacity at both business locations
- They have consistent leads with an average of 40+ new clients per month
- They have a solid customer base and cater to a loyal group of local clients
- With these great results they plan to expand geographically

Relativity PPC's search engine marketing campaign was a huge success for Happy Hound. We were able to shine a light on their new business and help it get off the ground quickly and efficiently. Now they have steady and consistent clients and a strong revenue stream that allows them to think about expanding.

"On average, we get 40 new clients a month through our PPC campaign, along with almost as many applicants we can't accept right away. Overall, AdWords generates 90 percent of our business." – Suzanne Golter, founder, Happy Hound

Menlo Innovations Case Study



Case Study: Menlo Innovations

www.menloinnovations.com

Background: Menlo Innovations is an innovative software development company that was great with developing useful tools and IT solutions but didn't know how to market their services. They wanted to highlight their IT skills and high-tech anthropology approach to software design and development while explaining their business to potential customers.

The Challenge: While their services were innovative and helpful, they had trouble targeting the correct audience or figuring out the best approach to marketing their company nationally.

Goals:

- Get the business up and running
- Create brand awareness and recognition
- Define, find and engage target audience
- Grow customer base
- Hone marketing messages
- Measure the return on their advertising investment

Approach:

- Develop a strategic search engine marketing plan with actionable roadmap
- Testing of different features and ad formats to best match their goals and target audience

- Measured impact of campaigns and improved where needed
- Thorough A/B split testing of ad text, landing pages and checkout process (funnel testing)

What We Achieved:

- Achieved a strong ROI – 22 times return on investment (a \$45k investment in AdWords delivered more than \$1M in revenue)
- Acquired new customers across the country and internationally

With our help, Menlo Innovations was able to achieve a strong return on their advertising investment in PPC with Google Adwords. By tracking traffic and measuring results we were able to steadily improve the campaign performance as the company and customer base grew exponentially.

Cornerstone Auto Glass Case Study



Case Study: Cornerstone Auto Glass

www.cornerstoneglassrepair.com

Background: Cornerstone Auto Glass has been in business since 1999, helping people repair their auto glass in Tampa, FL with over 20,000 windshields replaced/repaired locally. With growing demands they were looking to expand to multiple locations around Florida.

The Challenge: The client had a strong base established in Tampa, FL already that was achieved through business connections and print media but wanted to expand to several big cities throughout the Tampa Bay area as well as southern and northern Florida. This was something that would need advanced targeting and reach.

Goals:

- Develop and grow strong online presence
- Create brand awareness in multiple cities
- Become competitive with established businesses in target areas
- Define, find and engage target audience
- Increase traffic in all new and old locations
- Create a long-term solution for sustainable growth

Approach:

- Develop a strategic search engine marketing plan with actionable roadmap
- Strong market research

- Thorough A/B split testing of ad text and landing pages
- Coupon and promo codes
- Ensure correct keywords were targeted and high-ranking

What We Achieved:

- 421% increase in visitors
- 1,105% increase in ROI – while spend increased by only 23%
- #1 Google Positioning for all target keywords in multiple major cities and key markets

Our approach and marketing strategy proved to be effective enough to deliver unbelievable results and place Cornerstone Auto Glass in front of their target audience in many major markets across the state of Florida. This impact pushed competitors back and delivered a huge increase in visitors and sales.

Relativity PPC has been fantastic to work with on our PPC and SEO campaigns. Always on time and very reasonably priced. They really knows what they are doing and make things run smoothly for us! Thank you for all that you do guys, and we will recommend you every chance we get! – Jay Fry, owner, Cornerstone Auto Glass

Sahara Sam's Oasis Case Study



Case Study: Sahara Sam's Oasis Indoor & Outdoor Water Park

www.saharasams.com

Background: Sahara Sam's Oasis is an indoor and outdoor water park in West Berlin, NJ that is open year-round. They cater to children as well as teens and even adults with services for each age group. While they are a desirable place to relax and have fun, even during the winter time, they did not have the recognition locally that they needed.

The Challenge: Sahara Sam's needed to reach several different demographics around the West Berlin, NJ and Philadelphia, PA area but did not know how to as well as how to increase sales of tickets through their website.

Goals:

- Develop and grow strong online presence
- Create brand awareness
- Define, find and engage target audience based on location and age group
- Increase traffic to park
- Increase sales of tickets on website
- Create a long-term solution for sustainable growth

Approach:

- Develop a strategic search engine marketing plan with actionable roadmap
- Strong market research and an overhaul of existing paid search strategies
- Thorough A/B split testing of ad text, landing pages and checkout process (funnel testing)

- Created coupon codes and promos to attract users to online ticket sales

What We Achieved:

- 553% Increase in traffic to website
- 731% Increase in ticket sales on website
- An average of 60 more customers to the water park each month and growing
- #1 Google Positioning for all target keywords in their target market and area

Our approach helped Sahara Sam's Oasis break out of their traditional methods and allowed them to grow quickly with a knowledge of how to drive more ticket sales which resulted in a sustainable customer base with a growing local reputation. With the benefit of the influx of sales and traffic to the park they were able to expand the size of the water park as well as establish another location nearby to help cover even more of their market.

Access Lock & Security Case Study



Case Study: Access Lock & Security Locksmith

www.bradentonlockandsecurity.com

Background: Access Lock & Security is a locksmith company that was searching for ways to increase their customer base while showcasing their 24/7 locksmith services in nearby communities. They had tried print media with minimal success and needed a steady platform to advertise their availability and quality services.

The Challenge: They had tried print marketing before and were weary of the risks of advertising online with little to no budget or knowledge of how it worked but a yearning to grow their business.

Goals:

- Develop and grow strong online presence
- Create brand awareness
- Define, find and engage target audience
- Increase sales
- Stay within their budget but still maximize visibility
- Create a long-term solution for sustainable growth

Approach:

- Develop a strategic search engine marketing plan with actionable roadmap
- Strong market research
- Thorough A/B split testing of ad text, landing pages and checkout process (funnel testing)

- Remove and block negative keywords and irrelevant search queries to save budget that can otherwise be spent on productive keywords

What We Achieved:

- 100% increase in local visibility
- 415% increase in new customers each month
- #1 Google Positioning for all target keywords in their target area

Our campaign was so successful that it caused Access Lock & Security to become the top locksmith company in the entire area with a commanding 1st position on Google for all major keywords. This caused them to get 90% of the traffic from searches and helped them grow their business quickly and steadily with a sustainable marketing plan.

“Relativity PPC saved me from the old way of marketing and showed me the possibilities of online exposure. They turned my business around with PPC and SEO marketing strategies that blew our competitors away. Now I am the top company around and my customers are steady. I am so fortunate to have found them!” – Bryan Graves, Owner, Access Lock & Security

Mercedes Medical Case Study



Case Study: Mercedes Medical

www.histologyequipment.com

www.mercedesmedical.com

Background: Mercedes Medical is a medical equipment and laboratory supplies distributor throughout the US. They specialize in supplying clinics, labs, doctor offices and hospitals with important histology equipment and medical supplies from rubber gloves and beakers to large cryostats and machinery used to test blood.

The Challenge: While Mercedes Medical has made a name for themselves in their local city, Sarasota, FL, they needed more help to compete nationally and expand their customer base. Their industry is very niche and has many established competitors so their advertising campaign needed to be competitive and their ad text needed to be compelling to attract purchasers from US laboratories, hospitals, medical offices and clinics.

Goals:

- Develop and grow strong online presence nationally
- Create brand awareness
- Define, find and engage target audience in niche industry
- Increase online sales by 50%
- Lower CPA while boosting ROI through redesigned paid search campaigns
- Create a long-term solution for sustainable growth

Approach:

- Develop a strategic search engine marketing plan with actionable roadmap
- Strong market research and an overhaul of existing paid search strategies

- Thorough A/B split testing of ad text, landing pages and checkout process (funnel testing)
- Remove and block negative keywords and irrelevant search queries to save budget that can otherwise be spent on productive keywords

What We Achieved:

- 110% increase in sales
- Became a leading name in industry nationwide
- #1 Google Positioning in both paid search listings as well as organic ranking

Our extensive research of competitors allowed us to create the perfect marketing strategy for Mercedes Medical's Google AdWords campaign as well as SEO marketing campaign. Our approach was aggressive and highlighted testing and analysis of traffic data to help us pinpoint the best keyword opportunities that allowed them to corner the market nationwide. With our help, Mercedes Medical was able to expand their reach and customer base from local customers to a much larger national audience, thus increasing their sales by 110%.

“With the strategy Relativity PPC created, our business has grown to reach all over the United States. Not only are we a top competitor and leader on Google AdWords but also organically for many of our target keywords. This push has GREATLY increased our presence and sales and we are very grateful for the help and attention Relativity was able to provide us.” – David Carson, Management, Mercedes Medical

HID Country Case Study



Case Study: HID Country

www.hidcountry.com

Background: HID Country is a purveyor of automobile lighting kits known as HID Kits or HID headlight kits as well as high-end flashlights with a global market.

The Challenge: The challenge the client faced was having a failing Google AdWords account that needed fixed while increasing sales in a competitive, global market.

Goals:

- Develop and grow strong online presence
- Create brand awareness globally
- Define, find and engage target audience
- Increase online sales by 25%
- Lower CPA while boosting ROI through redesigned paid search campaigns
- Create a long-term solution for sustainable growth
- Repair failing AdWords account

Approach:

- Develop a strategic search engine marketing plan with actionable roadmap
- Strong market research and an overhaul of existing paid search strategies
- Thorough A/B split testing of ad text, landing pages and checkout process (funnel testing)

- Remove and block negative keywords and irrelevant search queries to save budget that can otherwise be spent on productive keywords

What We Achieved:

- 77% increase in sales
- 335% increase in traffic to website
- #1 Google Positioning for target keywords

Our two-fold approach was to fix the failing Google AdWords account while increasing sales and traffic to the ecommerce website. After repairing their paid search campaign, their global traffic increased with sales increasing 77%.

US Service Animals Case Study



Case Study: US Service Animals

www.usserviceanimals.org

Background: US Service Animals is a US service animal registry providing registration for service animals, therapy animals and emotional support animals for those in need. They market to the entire US and Canada with an emphasis on helping disabled people and those who need an affordable solution to register their service animal.

The Challenge: They are a new business in a competitive and small niche industry so their marketing strategy needed to be aggressive. Being new and rising against competitors who have been marketing for many years was a challenge on its own.

Goals:

- Develop and grow strong online presence
- Create brand awareness
- Define, find and engage target audience in niche industry
- Create a long-term solution for sustainable growth

Approach:

- Develop a strategic search engine marketing plan with actionable roadmap

- Strong market research and an overhaul of existing paid search strategies
- Thorough A/B split testing of ad text, landing pages and checkout process (funnel testing)
- Remove and block negative keywords and irrelevant search queries to save budget that can otherwise be spent on productive keywords

What We Achieved:

- Became a dominating presence in their industry online
- Increased revenue 305%
- #1 Google Positioning for all target keywords

Relativity PPC's search engine marketing campaign was a huge success for US Service Animals as it helped place them as a dominating company in a small niche market. Our aggressive strategy pushed them to the top and created a steady increase of sales by 305%.

“Relativity’s marketing strategy was everything we were hoping for and more. They were aggressive right out of the gates and pushed us to compete with our competitors within the first few weeks of launching. With their help, we have set ourselves as a top competitor and solidified our brand as an industry leader.” – Janae Brand, Owner, US Service Animals