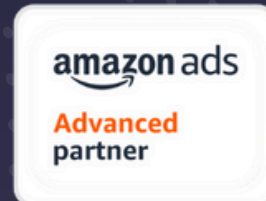
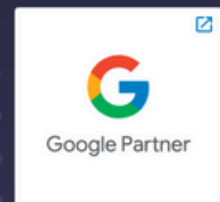
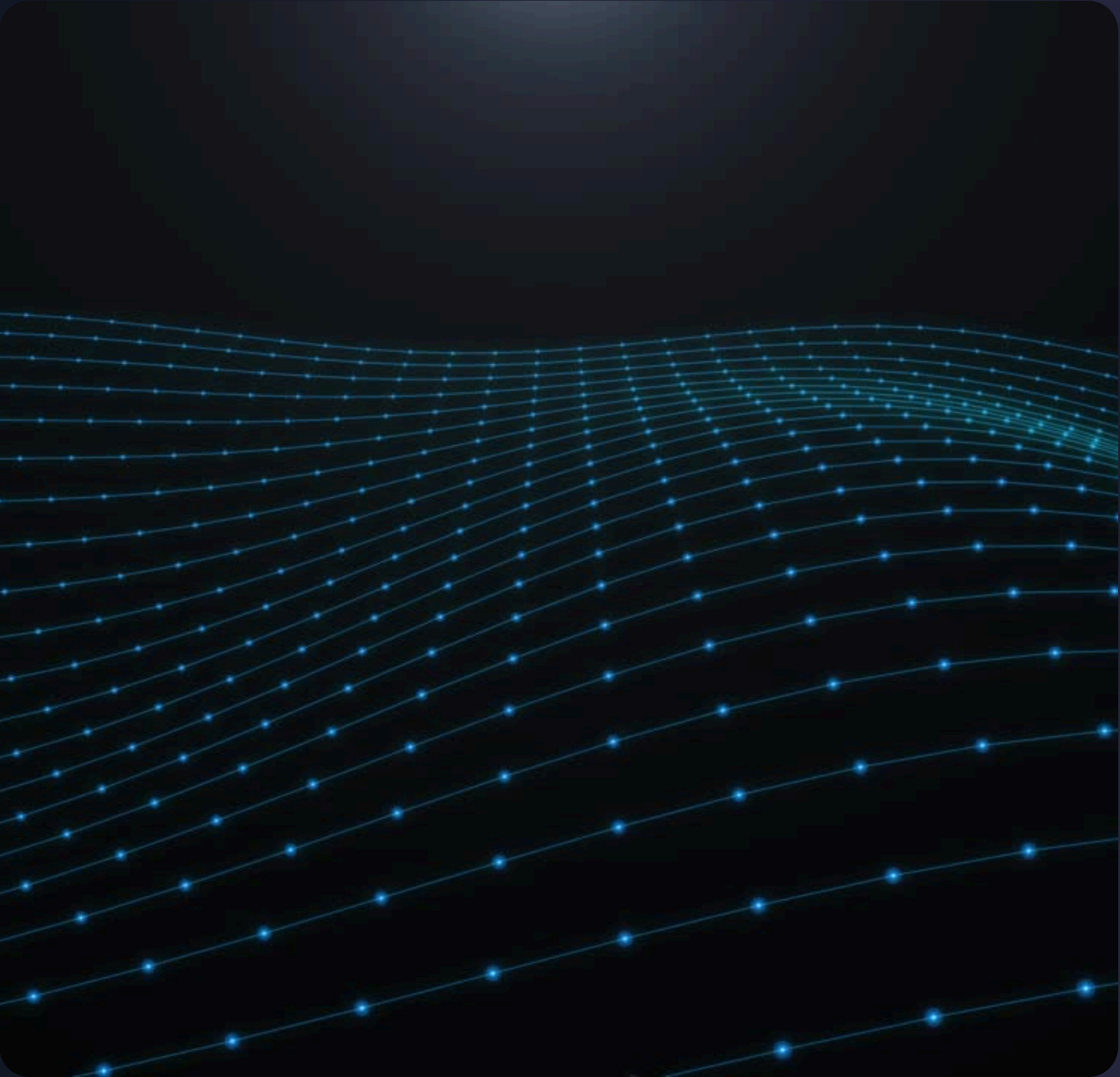


Results Driven Digital Marketing Agency

Proposal





ABOUT US

At Yalla.Studio, we believe that every business is unique and deserves a tailored approach to growth. **We provide packaged solutions designed to address the specific needs and challenges of each client.**

Our mission: to partner with you in building a stronger, more successful business.

PRODUCTS & SERVICES

1

SEO Optimization

Our search engine optimization services enhance your online visibility, helping your business rank higher on search engines and attract more organic traffic.

2

PPC Management

We create and manage pay-per-click campaigns that are strategically designed to maximize your ROI by targeting the right audience at the right time.

3

Social Media / Email

We craft personalized marketing campaigns that effectively engage your audience, fostering strong customer relationships and driving conversions.

4

Website & Design

We build visually stunning, user-friendly websites that not only reflect your brand's identity but also provide an exceptional user experience.

UNLOCK OUR EXPERTISE

DIGITAL MARKETING

SEARCH ENGINE OPTIMIZATION (SEO)
PAY-PER-CLICK ADVERTISING (PPC)
SOCIAL MEDIA DESIGN
CONTENT MARKETING
EMAIL MARKETING
DIGITAL ADS

MARKET RESEARCH

CONSUMER RESEARCH
COMPETITIVE ANALYSIS

APP DEVELOPMENT

BUSINESS BRANDING

LOGO AND VISUAL DESIGN
BRAND GUIDE / SLIDE DECK
BRAND STRATEGY

PRINT ADVERTISING

BUSINESS CARDS
BROCHURES
SIGNAGE
FLYERS

WEB DEVELOPMENT

WEBSITE DESIGN
LANDING PAGES
WIREFRAMES
UX/UI

MARKETING CONSULTING

STRATEGY DEVELOPMENT

CRM DEVELOPMENT

Marketing Strategy

SEO Optimization

Content Marketing with Keyword Optimization:

- Create high-quality, valuable content (blogs, videos, infographics) targeting keywords your audience searches for.
- Use long-tail keywords, optimize meta tags, headers, and image alt text.
- Update content regularly to stay relevant and improve rankings.

Technical SEO Enhancements:

- Improve website speed, ensure mobile-friendliness, and implement secure HTTPS protocols.
- Fix broken links, create an XML sitemap, and use structured data (schema markup) to enhance search visibility.
- Optimize URL structure and improve site architecture for better crawlability.

Backlink Building and Local SEO:

- Gain high-quality backlinks through guest posts, partnerships, and media features.
- Register with local directories and maintain an optimized Google Ads portfolio
- Encourage customer reviews and ensure NAP (Name, Address, Phone) consistency across platforms.

Marketing Strategy

PPC Management

Target the Right Keywords:

- Use keyword research tools to attract your ideal customers and show high purchase intent.
- Include negative keywords to prevent your ads from showing for irrelevant searches, & saving your budget.
- Regularly update your keyword list to stay aligned with trends & behaviors.

Optimize Ad Copy & Design:

- Write compelling ad copy that clearly communicates your offer with a strong call to action (e.g. "Get A Quote").
- Use high-quality visuals or banners in display ads to grab attention.
- Test different versions of ads (A/B testing) to find out which headlines, descriptions, and visuals perform best.

Monitor & Adjust Regularly:

- Track key metrics like click-through rate (CTR), cost-per-click (CPC), and conversion rate to measure ad quality.
- Adjust bids to focus more budget on high-performing keywords & pause underperforming ads.
- Review campaign data regularly to refine targeting, improve ROI, and keep up.

Marketing Strategy

Social Media / Email

Create Engaging Content:

- Share valuable, entertaining, or informative posts that resonate with your audience's interests.
- Use visuals, videos, and interactive content like polls to increase engagement.
- Maintain a consistent posting schedule to strengthen brand awareness and loyalty.

Personalize Messages:

- Segment your email list to send targeted, relevant content to different audience's
- Use names, tailored offers, and personalized recommendations to boost engagement.
- Customize social media replies to foster stronger customer relationships and trust.

Track and Optimize Performance:

- Regularly monitor metrics like open rates, click-throughs, and social media engagement.
- Test different subject lines, content formats, and posting times to find what works best.
- Adjust strategies based on data insights to maximize conversions and ROI.

Marketing Strategy

Website & Design

Focus on User Experience (UX):

- Design intuitive navigation to help users find information quickly and easily.
- Ensure fast-loading pages for better engagement and lower bounce rates.
- Make the website mobile-friendly to reach users on all devices.

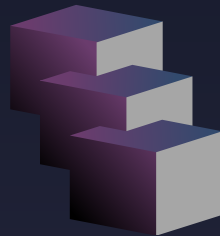
Prioritize Visual Appeal and Branding:

- Use consistent colors, fonts, and imagery that reflect your brand identity.
- Incorporate high-quality visuals and clean layouts for a professional look.
- Use white space effectively to enhance readability and focus.

Optimize for SEO and Performance:

- Use SEO-friendly URLs, meta tags, and keywords to improve search rankings.
- Compress images and code to enhance website speed and performance.
- Implement secure HTTPS protocols to protect user data and build trust.

SEO PERIODIC TABLE



Search engine optimization can seem confusing at first. This proven tabel covers key tips, best practices, and common mistakes to help shape your SEO strategy.

There is a science to the success

+3

Ex

EXAMPLE

Element description example

Example Category

Weight Ranking

Element Symbol

Element Name

Description

Category

PS +1 HTTPS HTTPS ENSURES SECURITY FOR WEBSITE VISITORS. ARCHITECTURE		SC -4 SCHEMES BUYING LINKS, SPAMMING BLOGS AND SO ON ARE TACTICS THAT CAN GET YOU PENALISED. TOXINS							
MM +3 MULTIMEDIA IMAGES, VIDEO AND AUDIO CAN SET YOUR CONTENT APART. CONTENT	SP +2 SPEED YOUR SITE SHOULD LOAD QUICKLY ON ANY DEVICE, READY FOR USER INTERACTION. FIRST INPUT DELAY (FID). ARCHITECTURE	IN -2 INTRUSIVENESS AD-HEAVY CONTENT, INTRUSIVE INTERSTITIALS ARE A BAD IDEA. TOXINS							
FR +3 FRESHNESS CREATE TIMELY CONTENT - REFRESH OR RETIRE STAGNANT PAGES. CONTENT	DD +3 DUPLICATES BE SMART, USE CANNONICALS, REDIRECTS. ARCHITECTURE	TT +5 TITLES BUILD KEYWORDS INTO YOUR TITLES. HTML		PI -2 PIRACY HOSTING STOLEN CONTENT CAN GET YOU FLAGGED. TOXINS	PG +3 PAGINATION ENSURE IMPORTANT PRODUCT PAGES ARENT BEING ORPHANED AND PREVENT UNNECESSARY DEEP SITE STRUCTURES. ECOMMERCE				
KW +3 KEYWORDS BUILD TARGET KEYWORDS INTO YOUR PAGES. CONTENT	UR +3 URLS BUILD KEYWORDS INTO YOUR PAGE ADDRESSES. ARCHITECTURE	DS +2 DESCRIPTIONS META TAGS SHOULD DESCRIBE WHAT PAGES ARE ABOUT. HTML		IN +4 INTENT CONSIDER WHY SOMEONE IS CONDUCTING A SEARCH. USER	HI -3 HIDING OBFUSCATING YOUR KEYWORDS IS A SPAM TACTIC. TOXINS	RE +3 REVIEWS THERE IS A DIRECT CORRELATION BETWEEN THE NUMBER AND QUALITY OF REVIEWS AND LOCAL SEO RANKINGS. LOCAL	FS +2 FLEXIBLE SAMPLING IF YOUR NEWS IS BEHIND A SUBSCRIPTION, EXPERIMENT WITH METERING AND LEAD-INS. PUBLISHING	URL +3 URLS ENSURE URL STRUCTURE IS EASY TO READ AND TELL BUYERS WHERE THEY CAME FROM. ECOMMERCE	
DT +4 DEPTH SHALLOW CONTENT FAILS. AIM FOR SUBSTANCE. CONTENT	PA +4 PARITY PARITY BETWEEN MOBILE AND DESKTOP EXPERIENCES. ARCHITECTURE	CS +2 CONTENT SHIFT MINIMAL CONTENT SHIFT UPON PAGE LOAD IMPROVES USER EXPERIENCE. HTML		EN +2 ENGAGEMENT VISITORS SHOULD SPEND TIME WITH YOUR PAGES, NOT BOUNCE. USER	ST -3 KEYWORD STUFFING DONT BE EXCESSIVE WITH PACKING KEYWORDS INTO YOUR COPY. TOXINS	NAP +3 NAME ADDRESS PHONE NAME, ADDRESS AND PHONE NUMBER MUST BE CONSISTENT ACROSS ALL DIGITAL CITATIONS. LOCAL	IR +3 IMAGE REQUIRED EVERY PAGE IS REQUIRED TO INCLUDE AT LEAST ONE IMAGE. IMAGES SHOULD BE AT LEAST 1200PX WIDE IF THE HEIGHT IS 600PX. PUBLISHING	SD +4 STRUCTURED DATA INCLUDE STRUCTURED DATA FOR PRODUCTS, OFFERS AND REVIEWS. ECOMMERCE	
AN +4 ANSWERS CREATE CONTENT THAT CAN BE TURNED INTO ANSWERS IN THE SEARCH ENGINE RESULTS PAGE (SERP). CONTENT	ST +4 STRUCTURE MAKE SURE THE PAGE'S STRUCTURE IS EASY FOR BOTH USERS AND BOTS TO UNDERSTAND. ARCHITECTURE	HD +3 HEADINGS BUILD KEYWORDS INTO YOUR HEADERS AND SUBHEADERS. HTML	TR +4 TRUST ESTABLISHED SITES THAT HAVE OPERATED THE SAME WAY FOR YEARS CARRY WEIGHT. HTML	QT +2 QUANTITY THE MORE HIGH QUALITY LINKS, THE BETTER. LINKS	CO +2 COUNTRY CONSIDER THE COUNTRY OF YOUR SEARCHER, CREATE EXPERIENCES FOR THEM. USER	MB -4 MALICIOUS BEHAVIOUR PHISHING, TROJANS, MALWARE AND HACKING WILL GET YOU REMOVED FROM THE INDEX. TOXINS	CI +3 CITATIONS CITATIONS SHOW SEARCH ENGINES YOU'RE A REAL BUSINESS. LOCAL	AR +3 ARCHIVES A STRONG, WELL-OPTIMISED ARCHIVE ACTS AS A CONTENT PILLAR IN YOUR INDUSTRY. PUBLISHING	MC +4 MERCHANT CENTRE MANAGE HOW YOUR INVENTORY DISPLAYS IN GOOGLE SEARCH. ECOMMERCE
RS +4 RESEARCH DISCOVER KEYWORDS PEOPLE MAY USE TO FIND YOUR CONTENT. CONTENT	MO +4 MOBILE FIRST OPTIMISE FOR SMARTPHONE AND TABLETS. ARCHITECTURE	SC +4 SCHEMA STRUCTURED DATA AND SCHEMA CAN TURN DATA INTO ENHANCED LISTINGS. HTML	AU +5 AUTHORITY AUTHORITY IS EVERYTHING. COVET LINKS, SHARES AND OTHER SIGNALS. HTML	AC +4 ANCHORS LINK ANCHOR TEXT WORDS SHOULD BE RELEVANT TO THE DESTINATION URL OF THE LINK. LINKS	LO +3 LOCALITY CONSIDER THE REGION, CITY OR TOWN OF YOUR SEARCHER AND CREATE EXPERIENCES FOR THEM. USER	BC -4 BAD CONTENT GOOGLE PUNISHES AUTOMATED / GENERATED CONTENT, SCRAPED CONTENT AND DOORWAY PAGES. TOXINS	LC +5 LOCATIONS THE SEARCHER'S LOCATION PLAYS INTO WHAT RESULTS SHOW UP IN A LOCAL SEARCH. LOCAL	DC +4 DISCOVER GOOGLE'S DISCOVER FEED PERSONALISES NEWS FOR READERS. THIS MEANS MORE QUALIFIED WEBSITE VISITORS. PUBLISHING	AR +4 ARCHITECTURE PRODUCT ARCHITECTURE SHOULD BE INTUITIVE AND GIVE BUYERS EASY ACCESS TO WHAT THEY NEED. ECOMMERCE
QU +5 QUALITY PAGES MUST BE WELL WRITTEN AND HAVE SUBSTANTIAL QUALITY. CONTENT	CR +5 CRAWL SEARCH ENGINES MUST BE ABLE TO EASILY CRAWL YOUR PAGES. ARCHITECTURE	ALT +1 IMAGE ALT TEXT ALT TEXT FOR IMAGES IMPROVES ACCESSIBILITY AND IMAGE SEO. HTML	EX +5 EXPERTISE EXPERTISE SHOWS THAT YOU HAVE THE KNOWLEDGE TO BE A THOUGHT LEADER ON A GIVEN TOPIC. HTML	LQ +5 LINK QUALITY SEEK LINKS FROM TRUSTED, QUALITY WEBSITES. LINKS	UX +4 USER EXPERIENCE DOES YOUR SITE HAVE A USER EXPERIENCE THAT MAKES YOUR USERS WANT TO COME BACK AND READ MORE? USER	CL -5 CLOAKING DONT SHOW THE SEARCH ENGINES DIFFERENT CONTENT THAN YOU'RE SHOWING SEARCHERS. TOXINS	GMB +5 GOOGLE MY BUSINESS A GOOGLE MY BUSINESS LISTING IS REQUIRED TO GET FOUND ON THE LOCAL MAP. LOCAL	TS +4 TOP STORIES OPTIMISING YOUR SITE TO SHOW IN TOP STORIES CAN BE A GOLDMINE OF ORGANIC TRAFFIC FOR PUBLISHERS. PUBLISHING	PD +5 PRODUCT DESCRIPTIONS PRODUCT DESCRIPTIONS SHOULD BE DETAILED AND THOROUGH, BUT EASY TO UNDERSTAND. ECOMMERCE

IDENTIFYING SALES PERFORMANCE GAPS

Common Performance Gaps



Low conversion rates



Inefficient sales
processes



Poor customer
engagement

Performance gaps refer to the discrepancies between desired performance levels and actual outcomes. Identifying and addressing these gaps is essential for improving efficiency, productivity, and overall effectiveness within an organization.

HOW DO WE DO IT?

FIRST, WITH AN AUDIT!

Visibility

Review which pages are being blocked by robots.txt and marked as noindex.

Meta

Review page titles and meta descriptions to determine if they are properly optimized.

Content

Review pages for low word count, duplicate content issues, spelling and grammar.

Links

Review internal and external links across the site.

Site Indexation

Review that the site pages are being properly indexed in the search engines.

Images

Review missing image alt and title attributes, record any broken images, file image sizes.

Semantics

Review the proper headings and schema microdata.

Architecture

Review the site's internal navigation and its user experience.

Page Speed

Review performance of desktop and mobile web performance.

Server

Review the server settings and SSL security

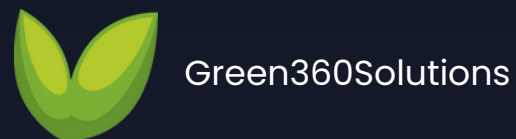
THEN, WITH A MARKETING FOUNDATION

- Google Analytics Set Up / Audit
- Set Up Goal Tracking & Alerts
- Integrate Google Search Console
- Integrate Google AdWords
- Audit View Settings
- Audit Missing Google Analytics Code

- 404 Error Page Set Up
- 404 Error / Link Redirect Audit
- Site Content / Blog Post
- Meta Tag (Titles & Descriptions)
- Content Page Optimization

- Keyword Research
- Keyword Map (Content/Blog)
- Competitor Research
- URL Canonicalization Audit
- Domain Unification
- Trailing Slash Canonicalization

- Product Description (up to 100 words)
- Content / Blog Post for Ecommerce
- Image Optimization
- Backlink Analysis
- Schema Implementation



CASE STUDY

Results >

Green360Solutions Solar Lead Generation Success - 30 Day Report

Client Overview

Green360Solutions is a leading solar energy provider committed to helping homeowners and businesses transition to clean, renewable energy. They approached us to generate high-quality leads through an optimized Google Ads campaign that would increase their customer base and maximize return on investment (ROI).

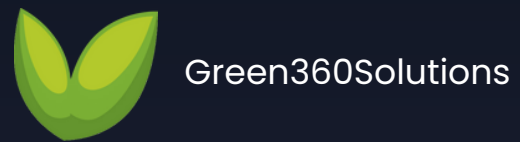
Challenges

- High competition in the solar energy industry driving up ad costs
- Low conversion rates from previous campaigns
- Need to increase phone inquiries and online form submissions
- Desire to improve overall campaign efficiency without increasing budget

Our Strategy

To tackle these challenges, we implemented a data-driven Google Ads strategy with the following key steps:

- Targeted Keyword Research: Focused on high-intent keywords like "solar panel installation near me" and "best solar energy company."
- High-Converting Ad Copy: Crafted compelling ad messaging highlighting cost savings, government incentives, and eco-friendly benefits.
- Landing Page Optimization: Designed a fast, mobile-friendly landing page with strong CTAs, easy contact forms, and trust signals.
- Bid Strategy Optimization: Used smart bidding to maximize conversions while maintaining cost efficiency.
- Call-Tracking Integration: Implemented tracking to measure phone call leads generated by ads.



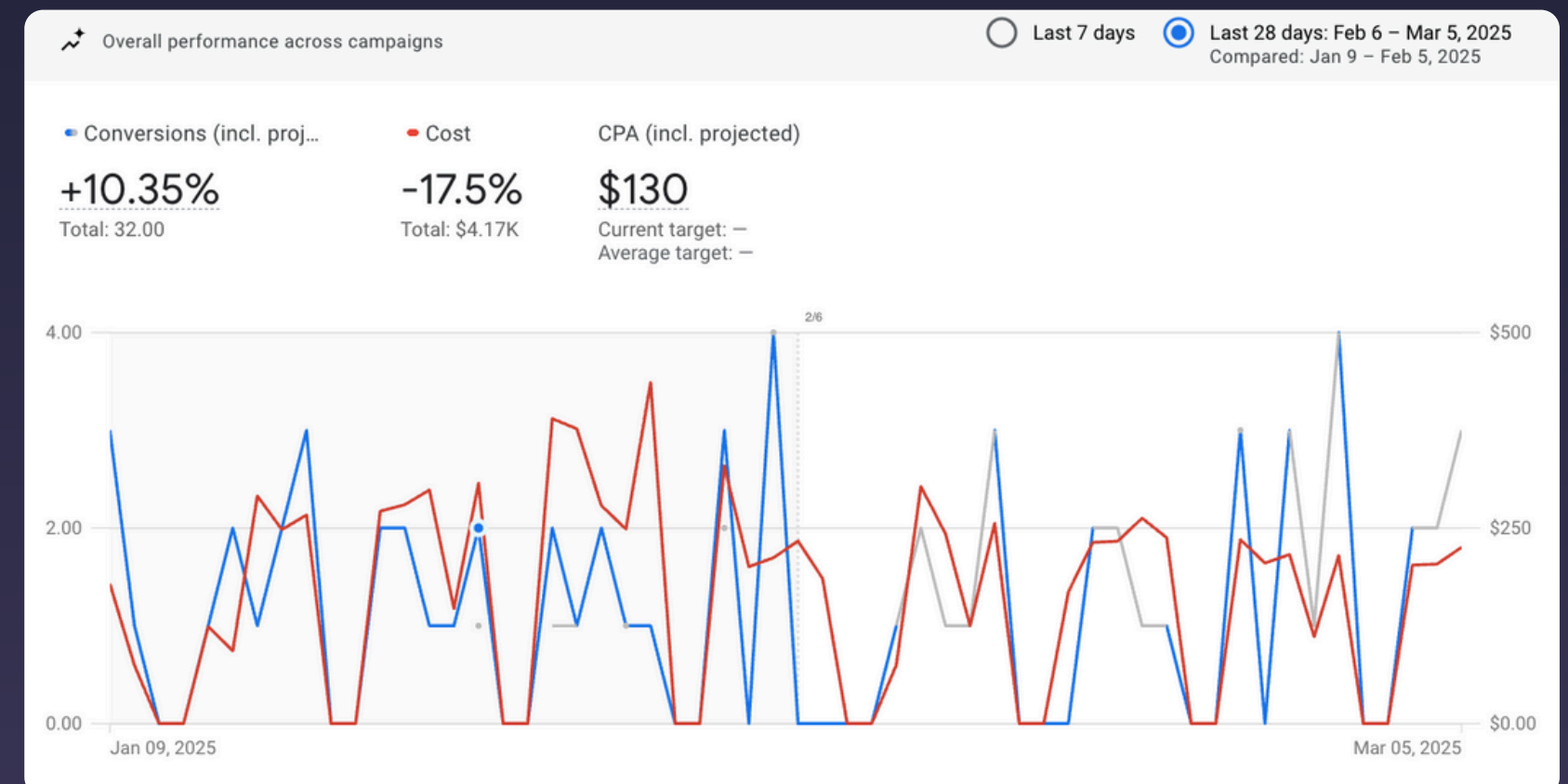
Results

After launching the optimized campaign, we saw significant improvements in Green360Solutions' lead generation efforts.

- Clicks: 241
- Impressions: 5.38K
- Click-Through Rate (CTR): 4.48%
- Total Ad Spend: \$4.12K
- Phone Impressions: 3.8K
- Phone Calls: 59
- Conversions (Form Submissions + Calls): 31
- Conversion Rate: 12.86%
- Cost Per Lead: \$133

Conclusion

By leveraging our expertise in paid search advertising, we significantly reduced cost per lead while increasing overall conversions by 35% compared to previous campaigns. The combination of strategic ad placements, optimized bidding, and a high-converting landing page resulted in more leads at a lower cost.



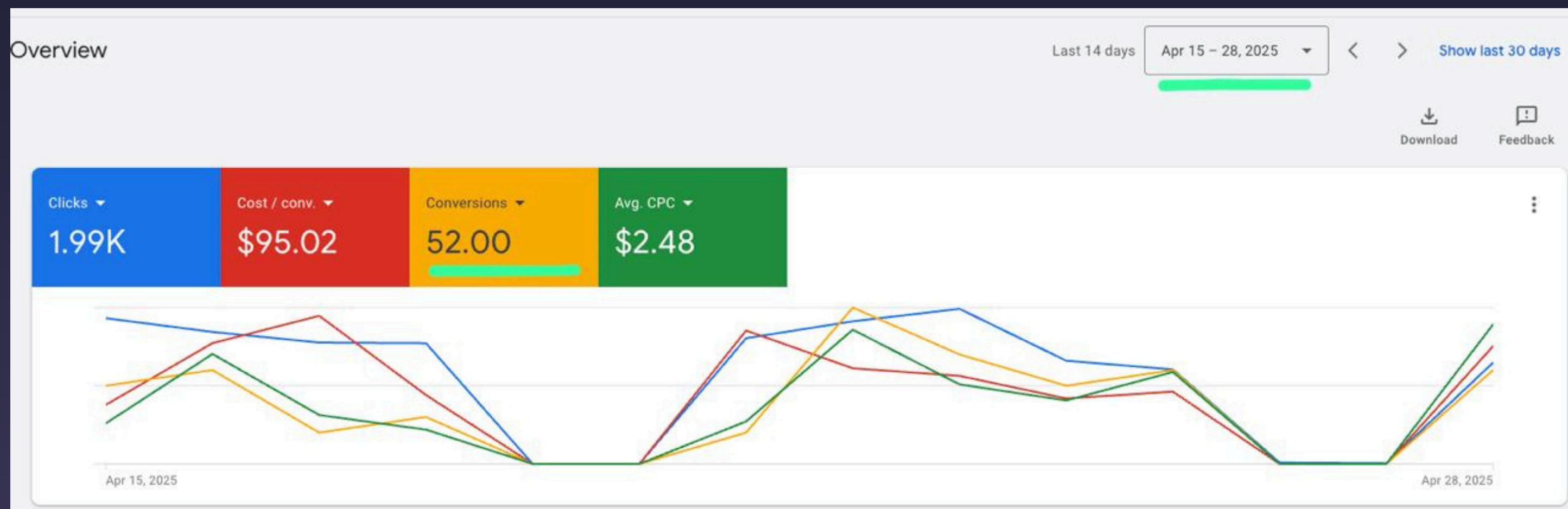


Green360Solutions

You're Looking At A Google Ads Performance Dashboard:

summarizing campaign metrics for the 14-day period from April 15 to April 28, 2025. Here's a concise summary of the results:

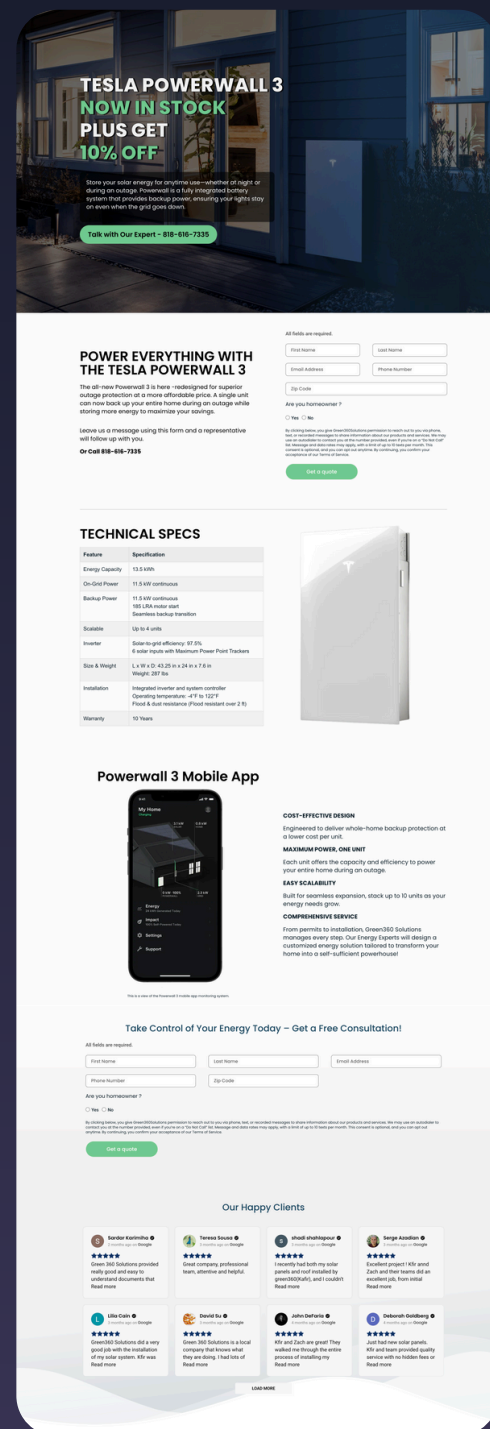
- Clicks: 1.99K — nearly 2,000 people clicked on your ads.
- Cost per Conversion: \$95.02 — on average, each conversion cost you \$95.02.
- Conversions: 52 — your ads resulted in 52 desired actions (like sales, sign-ups, etc.).
- Average CPC (Cost Per Click): \$2.48 — you paid an average of \$2.48 for each ad click.



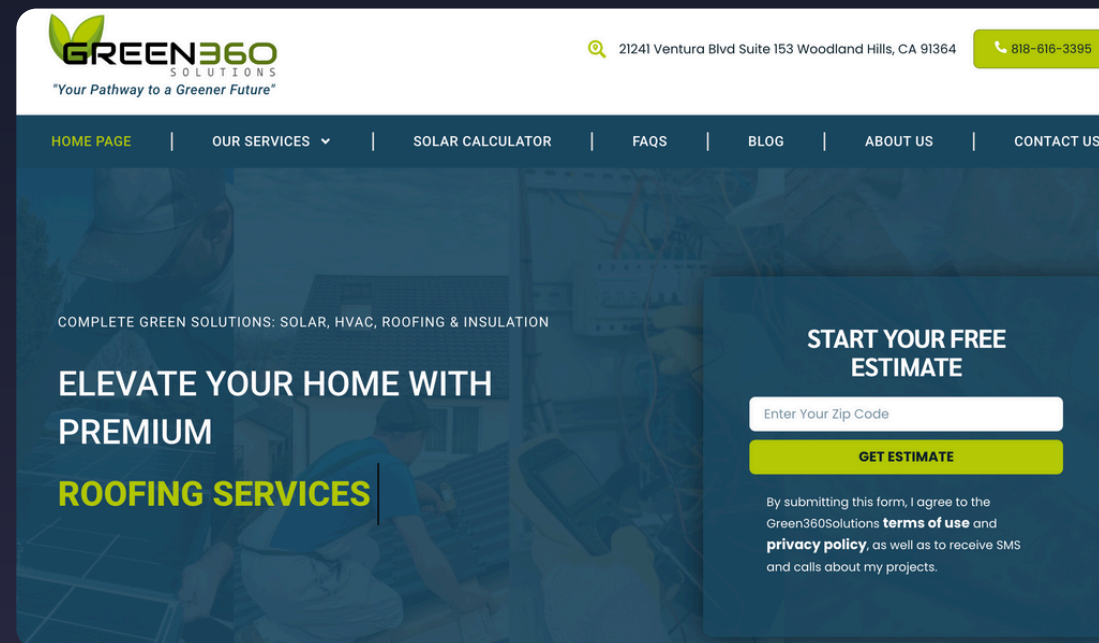


LANDING PAGES + DESIGNS

Landing Page PPC



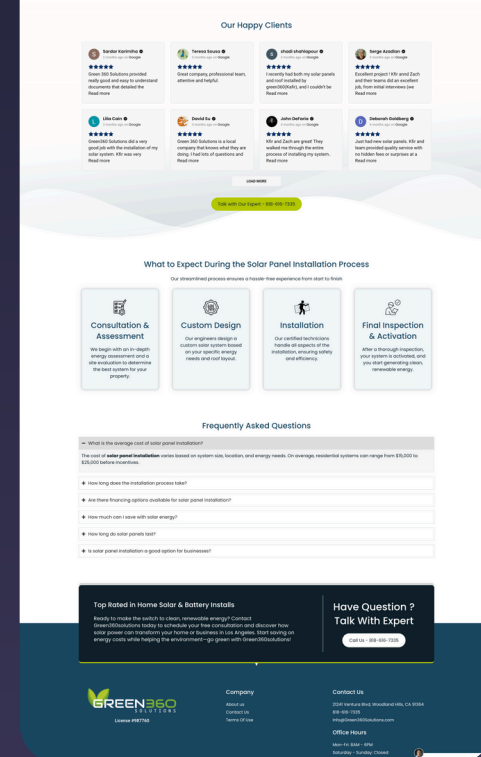
Website Design



Email Marketing Banner



Guide Book



Flyer



Social Media Post





CASE STUDY

Results >

Hailey's Pro Services Ranks in the Top 10 for Organic Keyword Search

Client Overview

Hailey's Pro Services is a professional home maintenance and improvement company specializing in cleaning, repairs, and remodeling services. With a strong commitment to quality and customer satisfaction, they sought to enhance their online visibility and attract more organic traffic through strategic SEO efforts. Their goal was to rank in the top 10 for high-intent keywords and increase inbound leads without relying heavily on paid advertising.

Challenges

- **Highly Competitive Market:** Competing with well-established local and national service providers.
- **Low Organic Visibility:** Struggling to rank for relevant service-related keywords.
- **Inconsistent Website Traffic:** Lack of steady organic visitors, leading to fewer inquiries and bookings.
- **Limited Local SEO Presence:** Needed to improve Google My Business (GMB) rankings and local search results.

Our Strategy

To tackle these challenges, we implemented a data-driven Google Ads strategy with the following key steps:

- **Comprehensive Keyword Research:** researched high-intent local keywords and analyzed competitors.
- **On-Page SEO Optimization:** optimized meta tags, content structure, and internal linking.
- **High-Quality Content Creation:** created SEO-rich blogs, service pages, and engaging media.
- **Local SEO & Google My Business Optimization:** improved local SEO with GMB optimization and citations.
- **Technical SEO Enhancements:** enhanced site speed, mobile-friendliness, and security.
- **Link-Building & Off-Page SEO:** built authority through backlinks, guest blogs, and outreach.



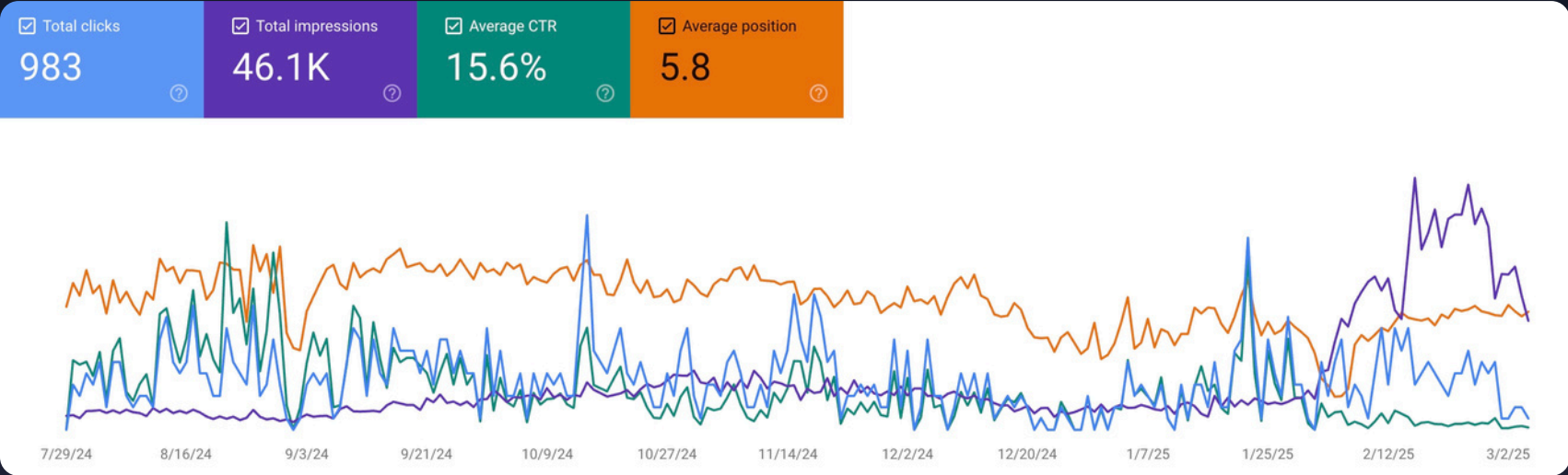
Results

After implementing this SEO strategy, Hailey’s Pro Services saw significant improvements:

- Total Clicks: 983
- Total Impressions: 46.1K
- Average CTR: 15.6%
- Average Position: 5.8
- 50% growth in online inquiries and bookings.
- Top 10 ranking for key search terms.
- Higher domain authority and trust signals, positioning them as an industry leader in their region.

Conclusion

By focusing on data-driven SEO strategies and local search optimization, Hailey’s Pro Services successfully ranked in the top 10 for their target keywords. This resulted in sustainable growth, increased brand visibility, and a consistent flow of organic leads without the need for expensive paid advertising.



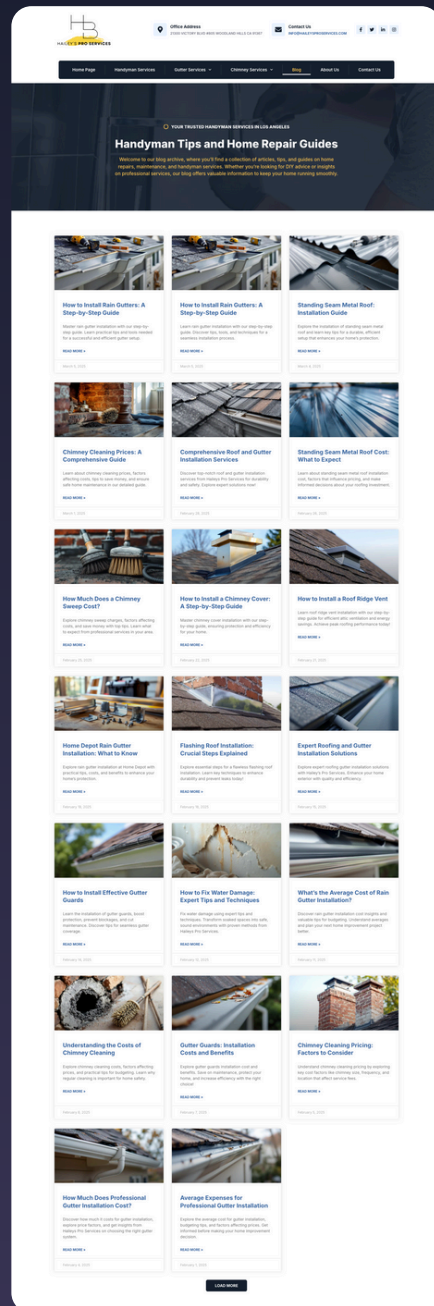
Total Keywords: 59 Total Volume: 2.19k Total SEO Clicks: 4							
☐ Keyword	Volume	Rank (Change)	SEO Clicks (Change)	KD	CPC (B)	Desktop Searches	
☐ chimney sweeping prices https://haileysproservices.com/how-much-does...	28	1 NEW	0	18	\$1.13	-	<button>ADD</button> ***
☐ chimney inspections la https://haileysproservices.com/services/chimne...	-	1 70 ↑	0	11	-	-	<button>ADD</button> ***
☐ chimney sweeping cost https://haileysproservices.com/how-much-does...	40	1 NEW	0	16	\$4.43	-	<button>ADD</button> ***
☐ chimney inspection los angeles https://haileysproservices.com/services/chimne...	100	5 4 ↓	1 —	9	\$9.72	-	<button>ADD</button> ***
☐ cost chimney sweep https://haileysproservices.com/how-much-does...	135	5 NEW	1	18	\$4.39	-	<button>ADD</button> ***
☐ chimney inspector los angeles https://haileysproservices.com/services/chimne...	12	5 NEW	0	11	-	-	<button>ADD</button> ***

Total Pages: 33 Total Clicks: 63		
☐ Page	Est Monthly SEO Clicks	Keywords
☐ Handyman Near Me: Find Affordable, Professional Help ... haileysproservices.com/handyman-near-me-find-affordable-professional-help-nearby	580	<button>VIEW 3 KEYWORDS</button> ▼
☐ Reliable Handyman Near Me in Los Angeles haileysproservices.com/reliable-handyman-near-me	420	<button>VIEW 10 KEYWORDS</button> ▼
☐ How to Install Effective Gutter Guards haileysproservices.com/how-to-install-effective-gutter-guards	226	<button>VIEW 7 KEYWORDS</button> ▼
☐ How Much Does a Chimney Sweep Cost? haileysproservices.com/how-much-does-a-chimney-sweep-cost	803	<button>VIEW 5 KEYWORDS</button> ▼
☐ Chimney Cleaning Los Angeles haileysproservices.com/services/chimney-services/chimney-cleaning-los-angeles	120	<button>VIEW 9 KEYWORDS</button> ▼
☐ Flashing Roof Installation: Crucial Steps Explained haileysproservices.com/flashing-roof-installation-crucial-steps-explained	539	<button>VIEW 12 KEYWORDS</button> ▼
☐ Chimney Inspection Los Angeles haileysproservices.com/services/chimney-services/chimney-inspection-los-angeles	328	<button>VIEW 7 KEYWORDS</button> ▼
☐ Professional Plumbing Repairs Near Me in Los Angeles haileysproservices.com/professional-plumbing-repairs-near-me-in-los-angeles	128	<button>VIEW 8 KEYWORDS</button> ▼

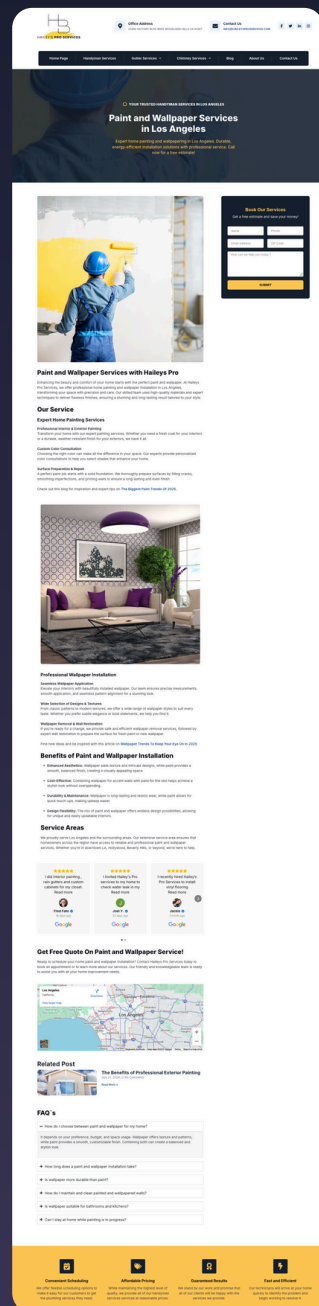


LANDING PAGES + DESIGNS

Blog Posts



Website Services



Flyer



Magazine Design



Member Card Development



App Design





CASE STUDY

Results >

GT Remodeling Inc. – Transforming Lead Generation with Digital Marketing - 30 Day Report

Client Overview

GT Remodeling Inc. is a leading home renovation company specializing in high-quality kitchen, bathroom, and full-home remodeling services. With a strong reputation for craftsmanship and customer satisfaction, they sought a more effective way to generate consistent, high-quality leads through digital marketing. Their goal was to increase phone calls and online inquiries while maintaining a cost-effective approach.

Challenges

- Low online visibility was limiting their reach to potential customers.
- High competition from other remodeling companies made lead generation costly.
- Website traffic wasn't converting into actual inquiries.
- Needed to improve local presence to attract more homeowners in targeted areas.

Our Strategy

To help GT Remodeling Inc. overcome these obstacles, we implemented a tailored digital marketing strategy focusing on organic and paid lead generation.

- **SEO & Content Marketing:** We optimized their website with targeted keywords such as “expert home remodelers” and “best kitchen renovation near me,” along with valuable blog content to drive organic traffic.
- **Social Media Advertising:** Leveraged Facebook and Instagram ads to showcase completed projects and customer testimonials, attracting more engagement.
- **Conversion-Focused Website Enhancements:** Redesigned their landing pages to include clear service offerings, a streamlined contact form, and compelling call-to-action buttons.
- **Google Ads Campaign:** Created highly targeted search and display ads, ensuring their brand appeared in front of homeowners actively searching for remodeling services.
- **Retargeting Strategy:** Implemented retargeting ads to re-engage visitors who had previously browsed the website but hadn't converted.



Results

Within the first month of launching the new strategy, GT Remodeling Inc. saw impressive improvements in lead generation:

- Clicks: 1.35K
- Impressions: 24.7K
- Click-Through Rate (CTR): 5.46%
- Total Ad Spend: \$13.4K
- Phone Calls: 64
- Conversions (Form Submissions + Calls): 125
- Conversion Rate: 9.25%
- Cost Per Lead: \$107

Conclusion

By integrating a mix of SEO, paid advertising, and website enhancements, GT Remodeling Inc. successfully boosted lead generation by 65% while reducing acquisition costs. The improved local search presence and engaging social media campaigns helped establish a steady flow of inquiries, positioning them as a top remodeling service provider in their market.

Campaign	Campaign type	Clicks	Impr.	CTR	Avg. CPC	Cost	Impr. (Abs. Top) %	Impr. (Top) %	Conversions	Cost / conv.	Conv. rate
Search Top Cities - CA windows	Search	328	4,810	6.82%	\$11.63	\$3,814.82	20.42%	74.76%	47.00	\$81.17	14.33%
Search Top Cities - CA Construction one page	Search	93	1,771	5.25%	\$10.68	\$993.33	20.52%	59.86%	32.00	\$31.04	34.41%
Search Top Cities - CA Roof NoForm	Search	501	9,291	5.39%	\$12.89	\$6,458.83	20.88%	77.83%	30.00	\$215.29	5.99%
Search Top Cities - CA Landscape	Search	223	4,402	5.07%	\$6.48	\$1,444.61	24.21%	73.45%	16.00	\$90.29	7.17%
Search Top Cities - CA Attic & Wall Insulation	Search	220	5,056	4.35%	\$7.35	\$1,616.46	29.84%	75.13%	13.00	\$124.34	5.91%
Search Top Cities - CA Rewire	Search	94	1,886	4.98%	\$9.64	\$906.47	39.70%	70.65%	3.00	\$302.16	3.19%
Search Top Cities - CA Foundation	Search	28	658	4.26%	\$7.84	\$219.55	15.12%	67.90%	1.00	\$219.55	3.57%

Clicks ⓘ

1.35K



Impr. ⓘ

24.7K



CTR ⓘ

5.46%



Cost ⓘ

\$13.4K



Phone calls ⓘ

64



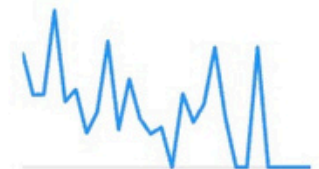
Conversions

125.00



Cost / conv.

\$107



Conv. rate

9.25%



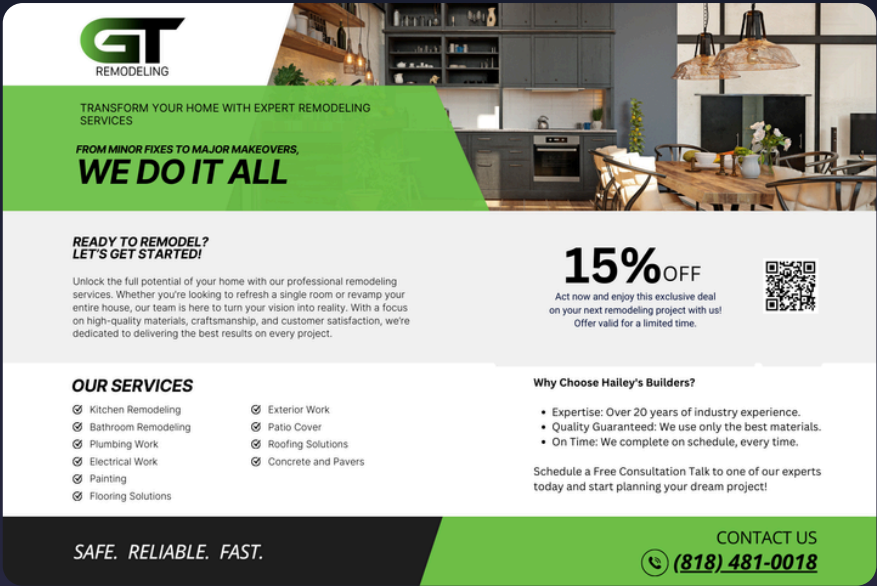


LANDING PAGES + DESIGNS

Service Flyer



Email Marketing Banner



Event Invitation



Business Card





CASE STUDY

Results >

Energy Program Branding and Marketing Content Creation

Client Overview

EnergyProgram.net is a leading provider of energy efficiency solutions, helping businesses and homeowners optimize their energy consumption through innovative programs and services. To strengthen their brand presence and improve customer engagement, they sought a comprehensive marketing and branding strategy, including logo creation, website design, promotional materials, and streamlined booking processes.

Challenges

- Lack of a cohesive brand identity to establish credibility and recognition.
- Outdated or nonexistent marketing materials, making outreach efforts less effective.
- No standardized booking forms, leading to inefficiencies in scheduling inspections.
- Limited online presence and user-friendly website features to capture leads.
- Inconsistent branding across business cards, flyers, and digital assets.

Our Strategy

To address these challenges, we implemented a multi-faceted marketing and branding strategy:

- **Logo & Brand Identity Development:** We designed a modern, professional logo that reflects EnergyProgram.net's commitment to sustainability and innovation.
- **Website Redesign:** We revamped the website with a clean, intuitive layout, easy navigation, and optimized landing pages to boost conversions.
- **Inspection Flyers & Business Cards:** We created visually appealing, informative flyers and professional business cards to enhance offline marketing efforts.
- **Booking Forms & Automation:** We developed customized online booking forms that streamlined the appointment scheduling process for inspections & consultations.
- **Marketing Collateral:** We designed brochures, banners, and social media assets that maintained a consistent brand image across all platforms.
- **SEO & Digital Advertising Support:** We optimized content for search engines and integrated targeted online advertising to increase visibility and lead generation.



Results

After implementing this strategy, EnergyProgram.net experienced significant improvements in brand visibility and customer engagement:

- 150% Increase in website traffic within the first three months.
- 80% More customer inquiries and bookings due to the improved online presence.
- Consistent Branding across all platforms, increasing brand trust and recognition.
- Higher Conversion Rates from new marketing materials, leading to better lead generation.

Conclusion

By adopting a holistic branding and marketing approach, EnergyProgram.net successfully positioned itself as a trusted leader in the energy efficiency sector. The cohesive brand identity, professional marketing materials, and improved online presence resulted in increased engagement and business growth. This case study highlights the power of strategic design and digital marketing in driving brand success.

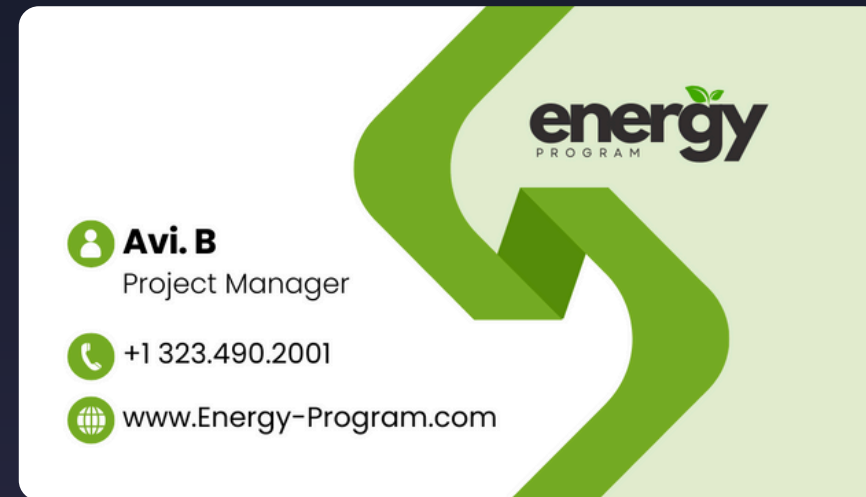


LANDING PAGES + DESIGNS

Website Design

The website design features a clean, modern layout. The header includes the Energy Program logo and navigation links for 'Roof Now' and 'Roof Later (See How)'. The main content area is titled 'Replace Your Roof with Energy Efficiency Program' and includes a video player showing a man speaking. Below the video, there's a section titled 'Are You a Homeowner? Get Your Roof Fixed Today' with a form for 'First Name', 'Last Name', 'Email', 'Phone', and 'Zip Code'. The footer includes logos for 'BENEFIT FINANCIAL', 'momnt', and 'AQUA'.

Business Card



Logo Creation



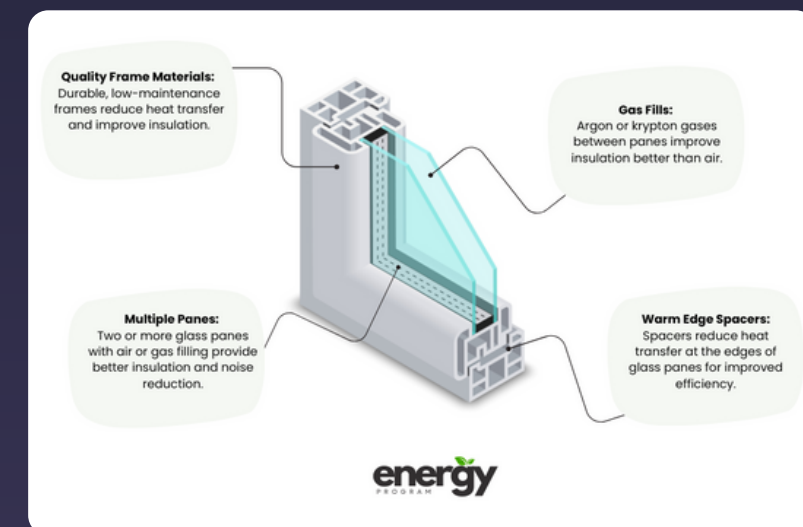
Inspection Flyer

The inspection flyer has a red header with the text 'ACTION REQUIRED FOR PROPERTY OWNERS'. Below the header, it states 'IMMEDIATE FIRE SAFETY INSPECTION REQUIRED'. The body of the flyer contains information about Senate Bill 1205 and a call to action to schedule a fire safety inspection. It also lists various fire-resistant upgrades and provides contact information for the Los Angeles County Fire Department.

Booking Form

The booking form is titled 'Consultation Booking Form' and includes sections for 'PERSONAL INFORMATION', 'ADDRESS', and 'TYPE OF UPGRADE INTERESTED IN (CHECK ALL THAT APPLY)'. It also has a section for 'ADDITIONAL INFORMATION' with checkboxes for 'Do they pay the mortgage on time?' and 'Credit Score'.

Educational Infographic



ALL-INCLUSIVE PACKAGE

Silver Member Boost Your Presence

- ✓ **SEARCH ENGINE OPTIMIZATION (SEO)**
Improve search engine ranking for better visibility
- ✓ **FLYERS & SIGNAGE**
Bold visuals for offline marketing and promotions
- ✓ **EMAIL MARKETING**
Engage your audience with targeted email campaigns
- ✓ **BUSINESS CARDS**
Professionally designed to leave a lasting impression
- ✓ **BUILD APPS**
We build apps just for you and your brands needs, anything you think of.

BEST SELLER

Gold Member Accelerate Your Growth

- ✓ **EVERYTHING IN SILVER MEMBER, PLUS:**
- ✓ **PAY-PER-CLICK ADVERTISING (PPC)**
Drive immediate traffic & leads
- ✓ **CONTENT MARKETING**
High-quality content to attract and convert customers
- ✓ **WEBSITE DESIGN**
A sleek, user-friendly website for your brand
- ✓ **BROCHURES**
Informative, well-designed materials to showcase your services
- ✓ **DIGITAL ADS**
High-converting ads to expand your reach

Dimond Member Dominate Your Market

- ✓ **EVERYTHING IN GOLD MEMBER, PLUS:**
- ✓ **BRAND GUIDE / SLIDE DECK**
Maintain consistency with a brand identity
- ✓ **UX/UI DESIGN**
Enhance user experience with a seamless interface
- ✓ **BRAND STRATEGY**
A tailored approach to build a strong, lasting brand
- ✓ **SOCIAL MEDIA DESIGN & CRM**
Eye-catching visuals for a strong social presence
- ✓ **COMPETITIVE ANALYSIS**
Data-driven insights to stay ahead of competitors

7X

Increase in Organic Traffic

We increase the search engine rank and **site traffic** of any company. The expertise offered by our technical staff enables us to successfully meet the needs of companies with complex websites in competitive industries

99%

Satisfied Customers

Get on the first page of Google!
We build bridges in SEO technology in order to connect our client's goal to reality. With a deep-rooted belief in rational function and sustainable aesthetics, we make your presence known.

3284+

Cups of Coffee

3 Double Shots of Espresso
A day, to be exact





OUR STRATEGY MEETS YOUR STORY

Focus On What Matters

We target the 5% of
SEO that drives 95%
of the results

Create Impact With Speed

Watch the sparks fly
when you mix our
team of experts & AI
powered tools.

Put Energy In Revenue

We're laser-focused
on initiatives that
boost your sales



LET'S TALK STRATEGY...
IT'S FREE!

Contact us for a
virtual meeting

CONTACT

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