

TWO BROTHERS

CONTENT IN A BOX

Search Engine Optimization

Case Studies

The examples and analytics featured in this report highlight case studies from websites, search engine optimization, and content marketing managed by Two Brothers Creative. For questions about any information presented in this report, set up a free strategy call with our team to discuss and review.

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Case Study One: Anequim

anequim.net

Anequim helps businesses, primarily in the property management industry by providing highly skilled virtual assistants (remote professionals) who live and work remotely in Mexico. Anequim also provides 24/7 call center support for maintenance and leasing calls, and full back office support.

Two Brothers partnered with Anequim in 2018 and currently serves as Anequim’s fractional marketing department for both their U.S. and Mexico marketing efforts. Two Brothers built and launched Anequim’s new US website in 2023, providing full-service SEO and social media management, content creation, video production, and produce their two podcasts in English and Spanish languages.



Overall visibility for Anequim desktop has increase by 19.44% since the launch of the new website in March 2023

Anequim’s SEO Wins Year-Over-Year

- Sessions by organic search increased by 34%
- New users increased by 80%
- Authority score increase from 6 to 22
- Overall page views increased by 170%
- Top 3 visited pages increased by over 200% each
- User engagement increased by 37%
- Scroll increased by 107%
- First visits increased by 80%
- Web conversions increased by 323%
- Increased keyword rankings from 1 in the top 10 search results to 10

Important Note: Anequim ended all of their paid digital ad campaigns Jan 1, 2023. In March, paid digital advertising started again under Two Brothers’ management, reducing the monthly budget by \$8,000 to \$1,500. In August, 2023, this monthly budget was increased to \$2,500. This is an indicator of the successful results produced by organic SEO content and management.



Case Study Two: Valley Marine

valleymarine.net

Valley Marine is a luxury boat dealership located in the Midwest.

Two Brothers partnered with Valley Marine in 2022 to rebuild their website and overhaul their marketing efforts with SEO management, content creation, social media management, and video production.



Valley Marine's website visibility has increased 10.62% since launching their new website with SEO management in November, 2022.

Valley Marine's SEO Wins YOY

- New users increased by over 4,100%
- Sessions by organic search increased by 2,793%
 - Sessions by organic social increased by 28,267%
- Page view events increased by over 3,000%
 - Boat showroom page increased by 6,297%
- User engagement increased by over 2,200%
- Scroll increased by over 1,882%
- Clicks increased by over 2,996%
- First visits increased by 4,103%
- Valley Marine had 0 keywords ranking in top 100 in 2022 and now have 4 in the top 3, 6 in the top 10, and 7 in the top 20
 - Fun note: the pages for the individual boat brands Valley Marine carries, often rank immediately after the boat brand's websites, themselves, nationally.
- Monthly active users increased by 468% and weekly active users increased by 71%
- The 2023 Malibu summer boats promotion sold six Malibu boats, valued at over a million dollars, in just ten days using only organic SEO and content marketing tactics.

Important Note: Until August, 2023, Valley Marine did not do any paid digital advertising, which is a strong indicator of the successful results from organic SEO and content marketing efforts.



Case Study Three: Nebraska Greats Foundation

negreats.org

The Nebraska Greats Foundation is a nonprofit organization that assists former collegiate athletes in need of medical or emergency financial assistance, as well as newly added substance abuse treatment support and assisting athletes to complete their college degrees.

Two Brothers Creative has partnered with the NGF since 2015, early on in the foundation's creation. TBC initially provided video production and live events production, but that expanded in 2022 to include social media management, content creation, a new website build, and SEO management.

The Nebraska Greats Foundation's SEO Wins YOY

Note that Nebraska Greats Foundation did not have Google Analytics set up prior to launching their new website, and did not dedicate any resources or personnel to SEO management, so these numbers are not percentage increases, but rather the total counts from the first four months since launching the new website.

- Six new recipients have been served by applying through the website, which is 6 more than they've ever received annually.
- 3,200 new users
- 60% of all new users came from organic search vs direct search and email
- 2,100 sessions from organic search
- Over 8,000 page views
- 5,000 user engagement events
- 4,500 new session starts
- 3,700 scroll events
- 3,200 first visit events
- YouTube subscribers increased by 400% and views by over 1,000,000%
- TikTok channel added over 25,676 followers in year one with 4.9 million views.

Important Note: Nebraska Greats has done no paid digital advertising to date.



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Two Brothers Creative

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Two Brothers Creative is a content marketing firm based out of Omaha, Nebraska, specializing in video production, podcasting, content creation, SEO management, website builds and more. At Two Brothers, they believe every business deserves affordable and effective marketing.

Two Brothers launched their new website in April of 2023.



Visibility have increased 20.92% since the implementation on SEO strategy

Connect With Us Today

The Two Brothers team is ready to your business with organic SEO, content creation, website builds, social media, podcasting, video production and all things content marketing.

