



OUR TEAM'S TESTIMONIALS and CASE STUDIES

The testimonials and case studies in this document will give you an idea of the variety of industries our team has served over the years and some of the success we have achieved for these companies. Please note in these testimonials and case studies, we are presenting Clients from very large to very small, both in the USA and worldwide. No customer is too large or too small and we service all types of industries, in many different countries.

All Clients are treated with the same level of respect and diligent work. We know that YOUR online success is the most important issue to YOU when it comes to the service we provide. Therefore, we exert our best efforts to ensure success for each and every Client.

We brag about "our team" a lot. Why? Because they're true professionals who really know their stuff and care about each and every customer. We think it's just awesome to share our very own WIZARDS with our Clients!

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Testimonials

Why is Ranking Trainer better than the rest? Many SEO and website developers have sadly earned a bad reputation for the industry as a whole. Too many of them break their promises or worse, have no idea what they're doing, give bad advice and worse service. Many are good people and mean well, but they just don't have the depth of experience required to truly make a difference for the client. We're all about integrity. We tell you what we can do, then we do it, and we guarantee our results. We don't over-charge and we don't require long-term commitments. If we can't do something, we'll tell you that, too. If we make a mistake – we'll admit it and make it right. What's more, we actually TALK to our customers and those who just want to me us. Just [go to our website](#) and or our [Facebook page](#) and talk directly to us!

Check out these comments made directly to our team:

- In my heart, I knew there just had to be an SEO company that REALLY KNOWS what they are doing!! For Years I've been searching and now here You Are... Thank you . . .
Bonnie B. (Bonnie owns a profile assessment company)
- Thank you so much for being a pleasure to work with. I will definitely be recommending you in the future!
Bridget H. (Bridget is a marketing manager in Colorado)
- My SEO nerds are Gandalf the White +5
Sean C. (Sean owns a marketing agency in New York)
- It is my pleasure, because we think that you are amazing!! Thank you for sending the updates, I look forward to them! Have a great day!
Julie S. (Julie is the President of a PR firm in Tennessee)
- Just to let you know we are very happy with your service. I get calls every day from companies wanting to sell me search engine optimization and I tell them "I'm good"! Our call volume from people who find us through a Google search has definitely increased due to your service.
Bryan C. (Brian is the owner and founder of a Colorado Springs roofing company.)
- These reports are impressive. Nice work!
Tim W. (Tim is the president of a auto loan company)
- Loving what I'm seeing, Chris! ??
Julie S. (Julie is the President of a PR firm in Tennessee)
- Cynthia, we are now 3rd in Google search for Marula...excellent work your SEO guy is doing.

Cindy W. (VP of a prominent national PR firm)Thanks!

- I really do appreciate the progress you are making on our behalf.
Valerie G. (Valerie is a Senior Communications Consultant)
- In a time where business scams are the norm, it's refreshing to meet someone like yourself, a person of integrity. You are a rare breed. Thanks for your continued help.
Dan R. (Dan owns a computer repair company in Colorado)
- I checked the internet and YAY! I am on the first page, like you said; Thank you!
Jim D. (Jim is a massage therapist in Tennessee)
- Wanted to share my excitement!!! Met with my first "paying" client tonight from my website!!!!!! I don't really understand all the website and SEO stuff, but whatever you all are doing, please keep doing it!!! Thanks SO much for ALL of your help!!!!
Donna C (Donna is a PI in Nashville)
- This is always so amazing to me. I looked at last month many times and check the search the keywords from time to time to see how they're doing. I'm ecstatic that this is working. Thank you.
Chad G. (Chad is an independent financial advisor is Denver)
- Thank you and fantastic job on this account. TMC is very happy.
Scott M. (Scott is a senior account supervisor for Nashville's top PR firm)
- Thank you! Thank you! For great meetings while Dario and Giuseppe were in the US! It was wonderful to see everyone face-to-face. We appreciate everything each of you brings to the Siciclando team – creativity, experience, kindness, energy! Our success continues because of your efforts. We feel very fortunate
Lezlie B. (Lezlie is the Marketing director for an Italy Bike tour company)
- OH MY GOD!!!!!! THAT IS GREAT!!
Paul D. (Paul is a business coach and mentor in Colorado)
- Chris, this is excellent. I'm absolutely stunned.
Chad G. (Founder of a Denver-based financial advising company)
- We are getting more and more internet leads from your marketing service. You guys are the first company that I have paid to do something like what you do that actually works, and we see a return.
Bryan C. (Brian owns a roofing company in Colorado)
- I am so pleased with your design. This website is better than we ever hoped or imagined. Very grateful to have found you!

Wendy T. (Wendy's manages a Carpentry company in Colorado)

- Keep this looking like this. You are a rock star!! Thanks looks good.
Bob A. (Bob owns a large plumbing company in Longmont, CO)
- Keep up the good work! Seniors Plus received 2 phone calls from Google this morning!!!
Cathy T. (Cathy is the president of a marketing firm in Hendersonville, TN)
- Very happy with the program. We are getting more calls from people who looked us up on net. Thanks for doing what you said you would do.
Bryan C. (more kudos from Bryan, the founder of a roofing company in Colorado)
- I can't even begin to tell you how valuable this is. Not only do I appreciate your quick response and candidness, your willingness to look at our site and offer specific suggestions is quite generous.
Kate B (Kate is the marketing director of a dental office in Highlands Ranch, CO)
- I've been really happy with the Lead count and the PPC cost/lead after switching over. . .
Travis R. (Travis owns a dumpster rental "roll off" company)
- This is great it has been fun to watch the progress so far!
Hilary (Hilary is the marketing director of an outdoor gear manufacturer in AZ)
- That keywording you put on the front page worked wonders. We've never been this high for "online nursery" or "plant nursery" before.
Susan S (a partner in a wholesale nursery in Tennessee)
- That's great. I think about my website a lot since it's the only marketing I really do anymore. You do such a good job!
Greg F (Greg owns several storage units)
- OMG! You. Are. So. Smart!!! The whole directory thing, quite brilliant! Thanks for the advice.
Susan D (Susan's husband owns a psychiatric practice in Colorado)
- Thanks! I really do appreciate the progress you are making on our behalf.
Valerie G. (Valerie is a senior communications consultant for a large employee benefits company in California)
- Hey Chris all is coming along nicely. Keep up the great work. Much appreciated.
Scott F. (Scott is one of the leading real estate producers in Colorado)

- I am very happy with the result – good job!
Tom R. (Tom owns a software company in California)
- Your knowledge hurts my head.
Chris J. (Chris owns a gift basket company in Boulder, CO)
- All I can say is WOW!!!
Cameron Garcia (Cameron is an entrepreneur & marketing consultant in Colorado)
- That is great! I remember you telling me that your first skill is SEO and it is great having you working on this for us. It is such an important part of business, but one that we have never allotted time or money to. That 1st page ranking you earned is a particularly exciting result.
Michael S. (Michael owns a software management company in California)
- Yeah! “B2B marketing” in first place. Can't beat that. Two of my very active clients came right from search, it's really paying off. Thanks so much. Keep up the good work.
Susan F. (Susan is the founder of a corporate copywriting agency)
- Just wanted to tell you that I just closed a customer that indicated they found my site via Bing. He typed in “white papers” and my site was the first one that appeared on the organic list. This is my first confirmed piece of business via Bing, ever!. Glad to see my position is so good there. Thanks again for your assistance. I couldn't have don't it without you!
Jonathan K (Jonathan is the president of a technical writing company)
- We just closed another deal putting us at an unbelievable conversion ratio of 11% with your PPC campaign. That's amazing man. And my hearts beating fast looking at the new site!!!! It looks So GOOD!!!
Falcon H (Falcon is the founder of a debt relief organization)
- Thanks again! You've been doing a great job so far and we are happy with your services. Let's keep it going.
Boris B. (Boris is the president of an internet marketing company)
- You're still doing a great job for us, and as a not-for-profit Chamber of Commerce– this is critical and a huge value for us and our members.
Kim M. (Kim is the director of marketing for a resort town Chamber of Commerce)
- Wow! Another great report with strong improvement! Thanks so much for all your help! By the way, this just in, after the report. Do a Google search on “car donation” — we're now number two on that word! Thanks again for everything!

Larry C. (Larry is the founder of a thriving non-profit organization)

- The only thing I can say is great JOB!!!!
Monty F. (Monty owns an email solutions company)



UHS Healthcare Conglomerate

<https://www.nyuhs.org/>

UHS is the largest healthcare conglomerate in the Southern-Tier region of New York. We were tasked with two primary goals being: (1) outrank their primary competitor Lourdes who had a stronger search-based presence. (2) Expand their presence from two base locations to a larger geographical region including over ten cities.

Within two months UHS overtook the #1 spot on Google for their primary target keyword (Binghamton hospital). Currently UHS now populates the first 5 rankings (#1 - #5). Over the course of two years, the volume of active search engine rankings moved up from 100 to over 500. Search rankings were capture for over 12 cities and counties ranging over a 100 mile radius and crossing state lines. Search-based traffic increased by 4,000 unique visitors per month with an estimated revenue increase of \$3 million/year in new patient relations.



Health Stream

<https://www.healthstream.com/>

HealthStream is the largest provider of healthcare training and certification services in the USA, facilitating tens of thousands of medical professionals. Their income model is based on B2B ecommerce, capturing online sales from major healthcare organizations.

Dissatisfied with their prior PPC manager, Healthstream was seeking a new partner to bring in additional intelligence and analytics to their Google AdWords campaign. With a target budget exceeding \$200,000 annually, we were asked to (1) Manage an optimized, efficient AdWords campaign and (2) integrate sales lead tracking capabilities to determine advertising ROI.

After 12 individual interviews with department managers, and other HealthStream staff, the AdWords campaign was launched. We developed a lead tracking strategy and executed with the assistance of the website development firm. For the first time in its history, HealthStream can now accurately track inbound sales, ROI and other key performance metrics which has been critical in maximizing their advertising budget. By

the end of January, 2015, the company reached an all-time-high for inbound sales while allocating the smallest marketing budget in three years.



Providence Enterprise

www.providence.com.hk

Providence is a multibillion dollar manufacturing firm based in Hong Kong. With limited exposure in the United States, we were contracted to help use digital media to secure new business and partnerships. The campaign consists of SEO, content marketing and social media.

Having launched in November, 2013 with zero search engine visibility, the website now benefits from over 150 active keyword rankings of which 130 are first-page ranked. While Providence does not share backend financial details with us, they have confirmed that multiple major contracts have been landed as a result of their website presence.

The logo for Averitt Express is the word "AVERITT" in a bold, red, italicized, sans-serif font.

Averitt Express

www.averittexpress.com

Averitt Express provides freight transportation and trucking services that range from Mexico to Canada. Campaign goals were simple: (1) provide first-page search engine rankings for relevant search phrases and (2) provide an international presence expanding beyond US Borders.

As new keyword rankings were captured, search-based exposure increase. Traffic to the website grew by nearly 150% in under six month due to on-target search engine rankings. Rankings include transportation phrases within the US, Canada and Mexico.

Digital Marketing Case Study

<https://dramakids.com/>

Drama Kids Franchise

Drama Kids is a major franchise brand, consisting of over 1,500 franchise entities throughout the USA, and with some international locations. In November, 2018, Drama Kids started working with our team to assist with a digital marketing plan to be executed through 2019. The two primary goals of the campaigns would be to: (1) Generate increased national search-based rankings to help drive more website traffic and franchisee business. (2) To generate franchise development sales leads to help sell more franchises. Working with a limited budget, our team proposed a marketing solution to include SEO, AdWords management and a light-weight social media post campaign.

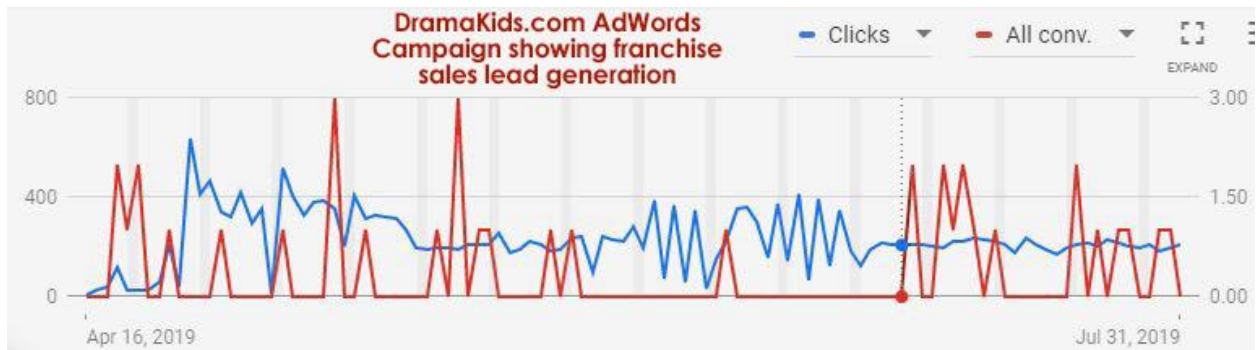
SEO Performance

The Dramakids website received very limited growth for several years prior to the launch of the SEO campaign with Ranking Trainer. SEO was launched on 1/4/2019 with search-based ranking and organic search traffic increasing almost immediately. Within four months, traffic increased by 50% and by 210% after eight months. Over 150 new keyword rankings were captured on Google alone, within the first two page results.



PPC Performance

An AdWords PPC campaign was launched in April, 2019 for the specific purpose of generating franchise development sales leads. The campaign quickly began to generate sales leads which were reported as being very high quality. The cost per lead was very manageable, leading to an attractive advertising ROI.



Based on these successes, Drama Kids Corporate requested that we become the “Vendor of Choice” for AdWords management. Today, we manage AdWords campaigns for dozens of Drama Kids franchises, with new account being added regularly. We are currently in negotiations with Drama Kids to also offer SEO services for franchisees and to expand the 2019 digital marketing efforts.

How E-Commerce Picked Your Soap

Vermont Soap

How many times have you washed your hands today, or better yet how many times have your coworkers? Right now there might be your favorite scented holiday soap in the bathroom. For some there might be an empty soap bottle with a little water to get the remnants out. No matter how you go about picking your soap, could you successfully differentiate your product in a national e-commerce playing field? Today we look into how SEO efforts were able to get national rankings for organic soap through 3 simple steps: lather, rinse, repeat.

Lather

Vermont Soap's SEO campaign launched in February of 2018 with a robust Wordpress site for the bulk of their content and Shopify for all end products.

From the homepage of the business:

"Vermont Soap has been replacing yucky petrochemical based products with yummy natural formulations made from organic oils and herbs."

Our team was tasked with capturing national rankings for this e-commerce site with a product that, in retrospect, was made to disrupt consumer behavior in the soap industry—that being how you pick your soap.

Initial research in Google Analytics identified which products were already driving traffic and sales. We broke all products of the site into the categories below:

1. Organic Soap
2. Organic Castile Soap
3. Organic Foaming Hand Soap
4. Organic Deodorant
5. Handmade Soap
6. Organic Moisturizer
7. Natural Cleaning Spray
8. Natural Organic Shower Gel
9. Soap for Dry and Sensitive Skin
10. Shea Butter

Next, our team **lathered** keyword research into title tags, META descriptions, and on-page content. We optimized product categories in addition to core pages of the wholesale website, ranging from organic soap for oily skin to handmade bar soap made from coconut. How do you **lather** your keywords into your title tags and descriptions?

Page: <https://shop.vermontsoap.com/shop-by-skin-type/normal-skin/>

Title Tag: Handmade, All Natural Bar Soap Made with Coconut, Olive & Palm Oil

Description: Looking for an all-natural soap that will keep your skin healthy? Try our handmade bar soap, made from organic ingredients.

Page: <https://shop.vermontsoap.com/shop-by-skin-type/oily-skin/>

Title Tag: Organic Soap for Oily Skin | Liquid Castile, Clay & Astringent Soap

Description: Keep your skin clear and healthy with organic soap for oily skin from Vermont Soap, producer of fine organic products since 1992.

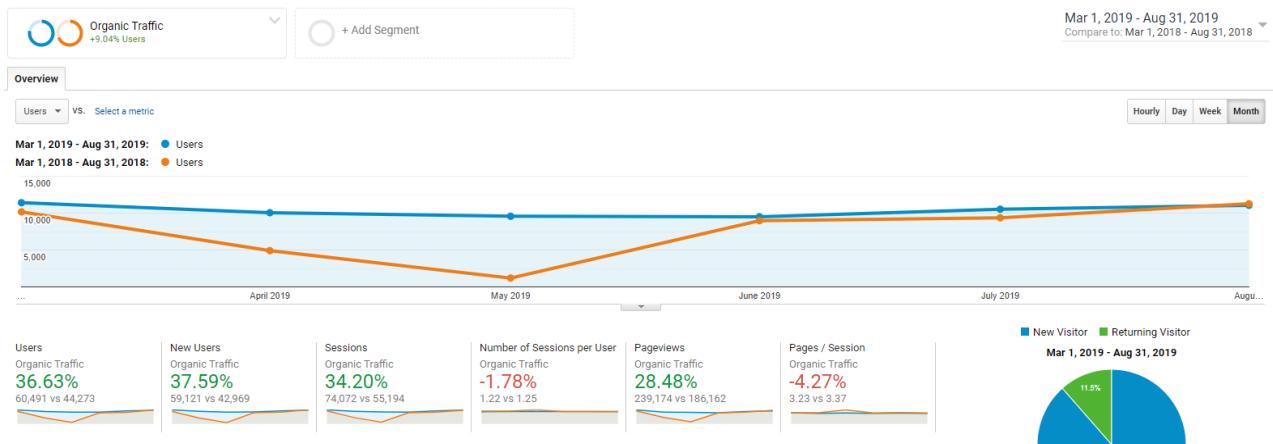
The meta information above (visible only in the page source-code and to Google index) communicates a clear message to search engines—soap manufactured with a high regard for quality, health, and resources.

Rinse

The first 30 days of SEO are crucial to results and overall success for the campaign. After **lathering** a multifaceted SEO strategy throughout the website, our next step was **rinse** organic traffic growth. In SEO, we measure organic traffic growth from Google and Bing to gauge campaign success.

Below you will see organic traffic over the course of a 5-month period in 2018 (orange line) compared to 2019 (blue line).

March 1st-August 31st Organic Search Traffic for Vermont Soap



In **2018**, organic search traffic increased month to month from June to August.

Note: traffic in May 2018 was skewed because the Google Analytics tracking code had to be reinstalled.

March 2018: 10,172

April 2018: 4,911

May 2018: 1,204

June 2018: 8,974

July 2018: 9,365

August 2018: 11,267

September 2018: 11,600

In **2019**, we saw organic traffic up 36.63% year over year: from 44,273 to 60,491 organic users. The month to month breakdown was as follows:

March 2019: 11,409 (up)

April 2019: 10,050 (up)

May 2019: 9,571

June 2019: 9,500 (up)

July 2019: 10,530 (up)

August 2019: 11,300 (up)

Impression Data

Impressions are when a user sees a website in search results. They strongly indicate SEO growth because as rankings move upward, more people see the website.

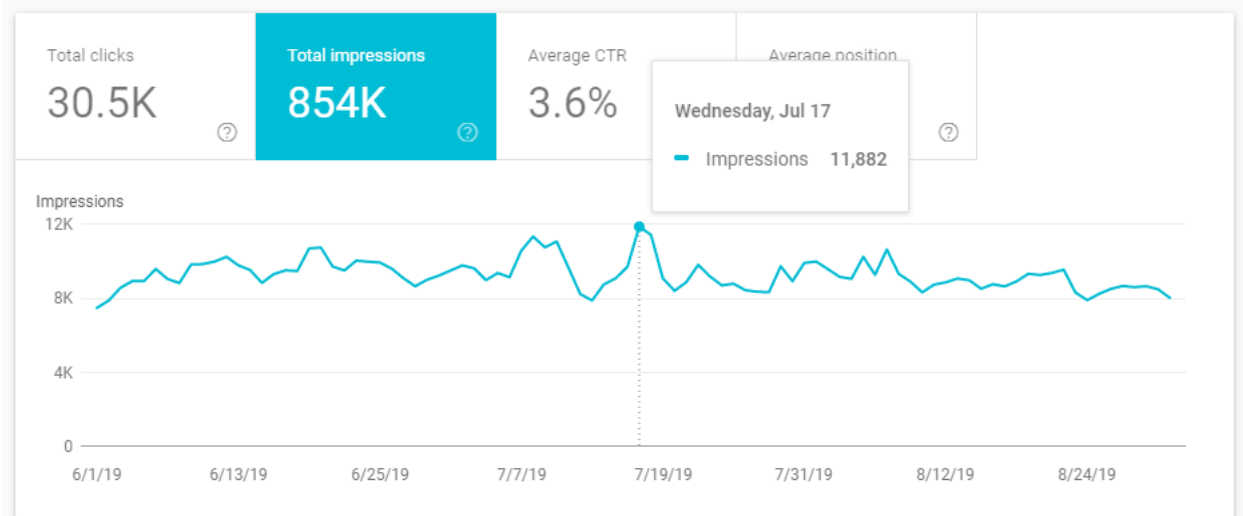
We pulled impressions to the Vermont Soap website from June 1st to August 31st in both 2018 and 2019:

2018



Impressions were up in 2018 with the site spiking at 10,698 impressions in one day on August 28th. Our total impressions to the site within those months was 662K.

2019



By 2019, we had achieved more saturation across the market, so growth is less apparent in the figure above. Regardless, the website totaled 854K total impressions during the same 2019 time frame—a **192%** increase from 2018.

Repeat

After **rinsing** organic traffic for the Vermont Soap website and noting our successes, we worked to **repeat** SEO growth for the website. During the early phases of SEO, as Google acclimates to our optimization, we see major incremental gains. Then, growth steadies out and moves at an incremental pace, as seen in our 2019 figures.

Keywords in title tags, META descriptions, and on-page content led to successful national rankings for the Vermont Soap website:

#1 for Acidic Soaps

#1 for Alkaline Body Wash

#1 for Alkaline Soap

#1 for Organic Bar Soaps

#1 for Castille Soap

#1 for Conventional Deodorant

#1 for Natural Bar Soap

#1 for Natural pH Soap

#1 for Organic Castille Soap

#1 for Organic Liquid Soap

#1 for pH Balanced Soap

#1 for Private Label Soap

#1 for Wholesale Soap

Lather, Rinse, Repeat

So, how did e-commerce pick your soap? Through the use of a multifaceted SEO strategy with different keyword considerations, our team yielded national rankings for organic soap and delivered significant growth with organic traffic. Our keyword **lather** on product categories and wholesale pages initiated visibility across search engines. Once our data was **rinsed**, we achieved organic traffic and impression growth. An SEO campaign wouldn't be complete without **repeating** what works, ensuring saturation for crucial keyword categories.

Should your campaign become stagnant, it may be time for a touch-up on the site. Looking for a good place to start? Lather, Rinse, Repeat.

Law Firm Case Study



Eric Alan Berg & Associates

Eric Alan Berg & Associates came to us for SEO services in August of 2017, cancelled services in June 2018, and then resumed SEO services in March 2019. This case study will observe organic traffic growth during active services and discuss the ranking losses that are associated with cancellation. All data below was collected via the website's Google Analytics account.

Using results-driven content optimization, we ran a successful SEO campaign for Berg & Associates. Traffic increased steadily for more than 6 months up to the point of cancellation.

Organic Traffic Growth



After discontinuing SEO services in June 2018, traffic to the Berg & Associates website started to drop in August 2018 through February 2019.

Traffic Losses After Cancellation



Restarting SEO Services

In March 2019, Berg & Associates resumed SEO services. Our team worked to reimplement and refine keyword optimization, linkbuilding, and other technical elements. By the end of May, we had recovered some of the lost traffic and keyword rankings.



The SEO campaign is currently ongoing, and it will take time to fully recover the traffic that was lost when services were paused. Seasonality and other variables can affect traffic trends, but our SEO campaign will eventually recover the traffic losses.

Overall, this case study shows how quickly progress is lost when a successful SEO campaign is cancelled. Once our ongoing SEO work stopped, organic traffic for Berg & Associates dropped from a high of 403 users to a low of 149 users in the course of 5 months.

SEO has always been a long-term marketing strategy, but it is a strategy that can pay off immensely with the right optimization and with enough time. Call us for more information on a custom SEO campaign that will help your business grow.

Photography Website SEO Case Study

Trish Barker & The Camerados

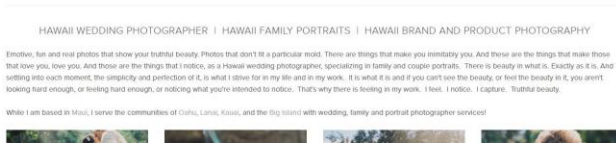
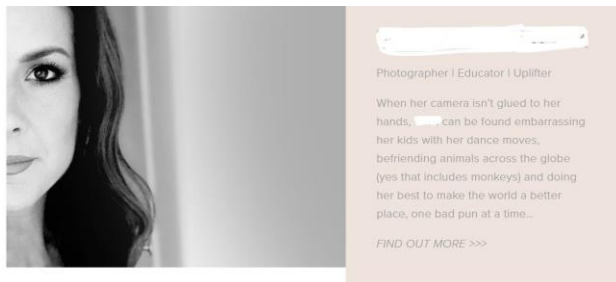
Trish Barker & The Camerados

In this case study, we'll look at two of its recent clients, both of which are photography businesses. Both Trish Barker, in Maui, and Jodi Davis (The Camerados) in Colorado, are portrait photographers.

At Launch

They both have beautiful websites

<https://www.trishbarkerphotography.com/>



<https://thecamerados.com/>



However, at the time of launch, these sites lacked in original content on both the home page and internal pages.

Google's algorithms are content-based and our team recommended adding content to these websites.

When we started the SEO campaigns, Trish Barker had a base visibility of 133, while Jodi Davis had a base visibility of 59. Visibility scores are determined by how easily you can be found on search engines, based on three factors: number of keywords for the

website, the position of those keywords, and the search engine associated with those keywords. Higher ranked keyword phrases provide more points than lower ranked keywords - more listings on the first page means more points.

Ongoing SEO

Compare/Contrast: Adding content vs. not adding content

1. Jodi Davis did *not* create more content and did not build out any landing pages to grow her geographic reach. Over 30 days her visibility score responded somewhat to optimization, from 59 to 131, an increase of **72**.
2. Trish Barker created content for 9 pages (5 landing pages and 4 service pages). Within 30 days of adding content, her visibility score increased from 133 to 413, an increase **280** (almost 4 times that of the website without content).

The value of content on a website is immense. Even though both clients specialize in a visual medium, content led to faster results. While images are what they are trying to sell, the website that added content achieved more growth. When clients add content for the Google algorithms, their websites will start to see faster results compared to websites that have minimal content.

In 30 days Trish Barker had 92 new users visit her website and after 60 days she saw that number increase to 122, a difference of 30 users. After adding content she gained significant rankings in only 30 days

In 30 days Jodi Davis had 39 new users visit her site and after 60 days she only saw 32 new users visit her site. By not adding content to her site she saw minimal growth after 30 days

Today

Jodi Davis cancelled services after 60 days when she mentioned she wasn't seeing instant results, ending her campaign with a visibility score of 180 and 22 active keyword rankings.

Trish Barker has an active SEO campaign with our top-notch team and after 60 days, she achieved a visibility score of 494 and is ranked for 45 active keywords.

Conclusion

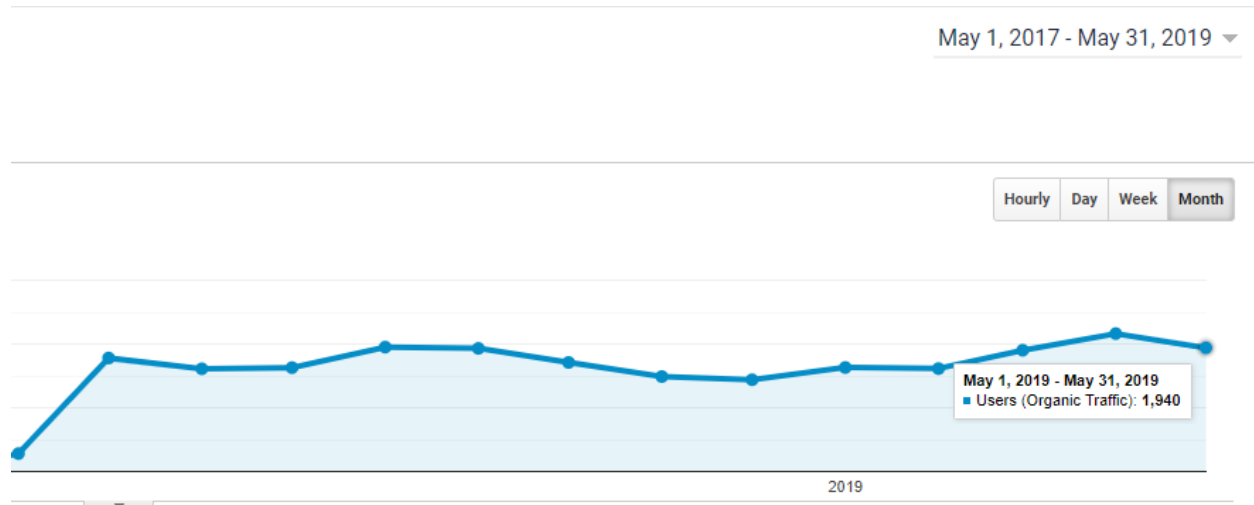
The website with content saw a large growth in their visibility score as well as in their active keyword rankings and website traffic. The website without content saw growth, but at a much slower rate.

Pipetools

<https://www.bbpipetools.com/>

Organic Search

The first thing we look at to determine a campaign's success is the number of people who visited from search engines. If this number has improved over the course of the campaign, it means the SEO campaign is achieving results.



In the above graph, we can see a gradual increase in organic search traffic this Spring.

- Comparing May 2019 with May 2018, organic search traffic is up **9%**, from 1,780 users to 1,940 users

Users
Organic Traffic
8.99%
1,940 vs 1,780

New Users
Organic Traffic
1.05%
1,733 vs 1,715

Sessions
Organic Traffic
12.64%
2,477 vs 2,199

- By the end of Spring (comparing January with May), organic search traffic was up **24%**, from 1,565 users to 1,940 users

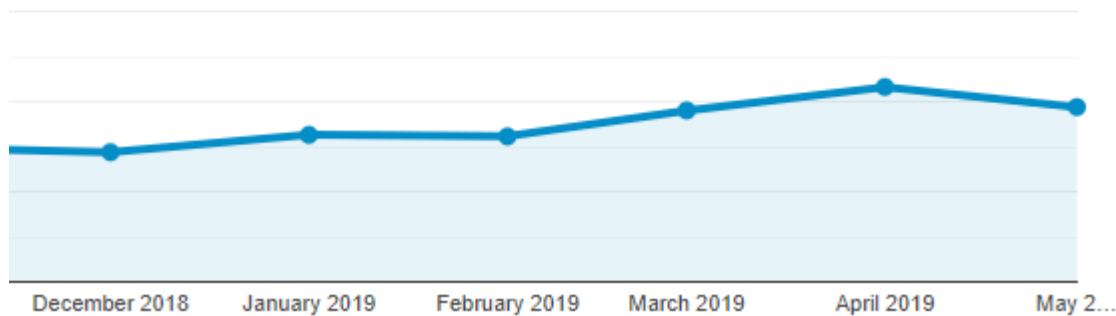
Users
Organic Traffic
23.96%
1,940 vs 1,565

New Users
Organic Traffic
25.13%
1,733 vs 1,385

Sessions
Organic Traffic
20.59%
2,477 vs 2,054

Jan 1, 2018 - May 31, 2019 ▾

Hourly Day Week **Month**



- The above data indicates that we will either (1) Continue to increase in organic search as a part of this trend or (2) Experience a slow-down in the summer due to seasonality. It will be interesting to see what happens, and we believe the website is in a great place to continue growth.

Keywords

At the launch of the campaign, our top priority in keywords was "pipe fabrication tools." When the website [started](#) (this is a link to our baseline report) SEO services, it had a **#12** ranking for this keyword, which on average receives 260 searches a month, with high competition (per the Google Keyword Planner).

As of May 2019 we have achieved a **#1 ranking** for "pipe fabrication tools" elevating the website above the rest of its competition. Other valuable keywords like "pipe cradle," "pipe jacks," and "pipe rigging," have also achieved first page rankings.

Special efforts were made during a recent content optimization to focus around pipe rigging and mega jacks. Our team is willing to focus SEO efforts in other areas as the campaign moves forward. fa