



# CASE STUDY:

## INCREASED WEB TRAFFIC ALLOWS ADOPTION SUPPORT CENTER TO BRING MORE FAMILIES TOGETHER

BEING ON THE FIRST PAGE OF SEARCH RESULTS, WOMEN AND NEW PARENTS GET CRUCIAL INFORMATION, THEN CALL

*A strong search presence is crucial for any small business, but for the Adoption Support Center, it's even more important because its services aid women and families making difficult decisions. And those clients need all of the information they can get from a reputable organization. The 29-year-old Adoption Support Center knew online search was critical in reaching families in need, and with multifaceted digital marketing from G/O Digital, it achieved a large enough search presence to really connect with potential clients and make a difference in their lives.*

### CHALLENGE

When a business handles sensitive issues, traditional advertising routes aren't always the best course of action. As an adoption agency, the Adoption Support Center's clientele often found them through word-of-mouth or referrals. "We're just 10 women helping other women do something so difficult," says Mande Miskewycz, marketing director at the Adoption Support Center. "Many of us have had the same experiences, and there's a true compassion and empathy for what they're going through."

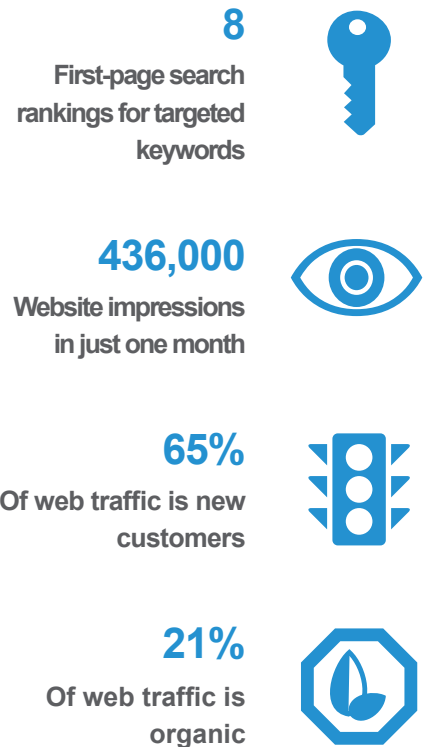
However, many women and parents don't necessarily know someone who has gone through this situation and aren't aware of their options, so they turn to the Internet for help. With this in mind, the Adoption Support Center knew it needed to redefine its marketing approach and meet clients in their own time.

"Most of our business is word of mouth," Miskewycz says. "When we really looked at the website, our business was starting to dip, and you could see competitors around us adjust and update their listings."

Identifying this need, the Adoption Support Center enlisted outside help for a search engine optimization (SEO) and pay-per-click (PPC) strategy. They tried out a local provider, but the results were minimal and the campaign was clearly underbudgeted, which was like throwing money away each month. "They were doing PPC and didn't really know what was going on," Miskewycz says. "The old vender was never proactive, and I had to go to them with ideas and changes."

After months of unsuccessful efforts, Miskewycz and her team looked elsewhere.

### KEY PERFORMANCE METRICS



#WinLocal



## STRATEGY

The Adoption Support Center team searched for a new provider online and asked friends in the community, like many small businesses often do, before landing on G/O Digital. Although the organization tries to hire local vendors when it needs outside help, digital marketing providers were a different story.

“We did some preliminary research, and G/O blew everyone away,” she says. “We try to use local whenever we can, and it’s worked well for us in the past, but it did not work for marketing.”

The Adoption Support Center was primarily concerned with its SEO efforts and being found online, but there are a number of elements in a successful SEO strategy that must be implemented. The G/O Digital team crafted a solution that included Maps & Reputation Monitoring, Search Engine Optimization and Local Search Advertising to create a robust online presence when people search for adoption help in the Indianapolis area.

## MAPS, SEO AND SEARCH ADVERTISING ARE BETTER TOGETHER

The screenshot shows a Google search for "Adoption services Indianapolis". The search results include:

- Search Advertising:** A result for "Adoption Support Center | Where New Families Are Born" with the website URL [www.adoptionsupportcenter.com/](http://www.adoptionsupportcenter.com/), phone number (317) 255-5916, and address 6331 North Carrollton Avenue Indianapolis, IN 46220.
- SEO:** A result for "Contact Us | Adoption Support Center (Indianapolis, IN)" with the website URL [www.adoptionsupportcenter.com/contact.html](http://www.adoptionsupportcenter.com/contact.html).
- Adoption Help (Indianapolis, IN):** A result for "Adoption Help (Indianapolis, IN)" with the website URL [www.adoptionhelp.com](http://www.adoptionhelp.com).
- Map & Reputation Monitoring:** A map listing for "Adoption Support Center" with the address 6331 North Carrollton Avenue Indianapolis, IN 46220, phone number (317) 255-5916, and hours: Open today 8:30 am – 4:30 pm.

A yellow box labeled "Maps & Reputation Monitoring" with an upward arrow points to the map listing.

Maps & Reputation Monitoring ensures that a business is listed, visible and monitored all over the Internet. This solution allowed the center to appear in searches by claiming maps listings on Google Maps, then the Adoption Support Center could easily monitor what was being said about them online. “I would get sick to my stomach whenever we heard anything negative about our

## KEY DIGITAL MARKETING DELIVERABLES



**Maps & Reputation Monitoring —**  
With visibility across the major search engines, maps and reputation monitoring ensures your business is visible and your brand is watched across the Internet.



**Search Engine Optimization —**  
To drive quality traffic, the G/O Digital SEO experts optimize your website using content marketing strategies to boost your organic search rankings.



**Local Search Advertising —**  
Using technology, successful keyword banks and experienced specialists, local search advertising gets your business found and clicked on through Google, Yahoo and Bing searches.

#WinLocal



## CASE STUDY: ADOPTION SUPPORT CENTER

agency,” says Julie Craft, founder and part owner of the organization. “We love the [G/O] dashboard because we can address negative comments immediately and make second or third attempts without breaking confidentiality.”

“We’re a small business, and we didn’t know how to go about finding the information or solutions we needed to address our issues. We knew nothing about our web presence before G/O Digital.

— Mande Miskewycz, Adoption Support Center

Combined with Maps & Reputation Monitoring, the Adoption Support Center’s SEO efforts become a stronger package. By claiming maps listings and filling out information on review sites, the organization created more content on the Internet, which is a major factor for ranking higher in search results. The more links and content a business has online, the more likely it is to have a higher placement in search engine results. “We’re a small business, and we didn’t know how to go about finding the information or solutions we needed to address our issues,” Miskewycz says. “We knew nothing about our web presence before G/O Digital.”

To top it off, Search Advertising was added to make the digital marketing strategy targeted toward their ideal audience, bringing the Adoption Support Center to the forefront of relevant searches for specific keywords. The G/O Digital team is always looking at ways of improving optimization and after seeing the April 2015 metrics, the Adoption Support Center’s campaign shifted to target a larger area, as studies have shown people are willing to travel farther for the best services, like adoption.

All three solutions created a strategy that enables those searching for local adoption support to find the organization.

### RESULTS

The G/O Digital online strategy launched in July 2014, and since then, the Adoption Support Center has **climbed to be on the first page of search rankings for eight of its SEO keywords**, including “Adoption Agency in Indiana” and “Adoption Agency Indiana.”

With the main goal of driving website traffic through search, the Adoption Support Center has had more than **436,000 website impressions in just one month** and **65 percent of that website traffic came from new visitors**. This means the search tactics are working, and new people searching for the organization’s services are indeed finding them. Additionally, **21 percent of**

---

#WinLocal





## CASE STUDY: ADOPTION SUPPORT CENTER

**the overall website traffic is organic**, meaning people click on the Adoption Support Center's website when it naturally comes up in search engine results, from SEO and Maps & Reputation Monitoring services.

**79%** of search engine users say they frequently click on the natural (unpaid) search results when looking for a product or service online.

The most important thing for the Adoption Support Center is that they can monitor how their solutions are performing from their customized reporting dashboard. "The dashboard and mapping are key," Miskewycz says. "It makes us feel like we have more control. The money we're spending is working for us."

### CONCLUSION

Search is about much more than just SEO, although that is an essential part of the equation. The Adoption Support Center needed to bolster its ability of being found in searches, and the G/O Digital solution delivered. "They offered a variety of services we didn't even know we needed," Miskewycz says. "They actually researched us and designed a solution to fit us rather than trying to fit us in a box."

The ultimate goal has always been to help women find the support they're looking for when they don't feel they have anywhere else to turn. By implementing an integrated search approach, the Adoption Support Center is now at the top of its most relevant searches, allowing the people who need their services and expertise to actually find them. "It's not always about getting your phone to ring," Miskewycz says. "[The metrics] mean that people found us and we've been able to help make some happy stories for a number of families."

“They offered a variety of services we didn't even know we needed. They actually researched us and designed a solution to fit us rather than trying to fit us in a box.”

— Mande Miskewycz,  
Adoption Support Center

---

#WinLocal



godigitalmarketing.com

