

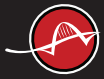


SUCCESS STORY

The following is one of many success stories Make Search Work has been involved with in providing search engine and social media marketing services for small to medium businesses.

SALES INCREASED FROM \$1.5M TO \$5M

This business owner has kindly let us share his story so you can see what can be accomplished with quality digital marketing. The services and strategies used to achieve this amazing result are ones that we provide businesses every day to help them boost customer opportunities and conversion rates.



BRIDGE CITY BULK

The Company
Bridge City Bulk

Location
Portland, Oregon

Type
Online retailer

Web Site
bridgecitybulk.com

We adopted a
unique method
for attracting
new customers
without placing
the client's
website at risk.

THE CUSTOMER

Bridge City Bulk (BCB) is an online retailer specializing in natural supplements which was struggling to attract new customers to their business. Their traffic from Google Search had dropped off significantly in recent months and their advertising campaigns weren't profitable. Make Search Work was hired to help turn things around.

THE CHALLENGE

BCB had used several digital marketing companies in the past who not only failed to produce results but had also lead to a Google imposed penalty greatly reducing their ability to rank in the search results. Make Search Work had to adopt a unique approach to win back this lost traffic in the short term while also working to clean up the penalties and return long term stability. This had to be achieved without placing the customer's website in anymore risk.

THE RESULTS

Our unique method for attracting Google Search traffic allowed for results to be obtained very quickly with new customers arriving in the first 2 weeks of the campaign. The traffic was converting above average and returning as regular customers. Within 3 months BCB was ranked for all their major keywords and breaking sales records.

As seen in the graph on the next page, sales have grown dramatically with the help of Make Search Work.

FROM THE CUSTOMER

“ I own a mid-size botanical and supplement company based in Portland, Oregon. We sell a variety of health related products, from vitamins to organic tea leaves. Over the last 11 years, we've built our company into a reputable vendor with a steady customer base.

However, in early 2013 — and after several Google algorithm updates — our website traffic was leveling off. We were still turning a profit, but we had stopped growing. Searching for answers, I began exploring the idea of hiring a marketing or SEO agency. That proved to be a mistake...at first.

It turns out that finding a trustworthy and effective online marketing company is more challenging than learning to rank yourself! Between January and October 2013, we hired three different marketing companies to help us out. Each one failed to improve our sales.

After 10 months and three different providers, we had gotten nowhere! Our organic traffic and rankings were down, and we had recently received a dreaded “links- related penalty” message in Google Webmaster Tools.

It turns out that the companies we had hired to help us actually put us in harm's way. I had no idea the services they were providing would prove to be detrimental to my

business!

At this point, I was referred by a colleague to Make Search Work. Initially, I was hesitant to even give them the time of day. After my previous experiences, I was ready to write off the entire industry.

That was until I spoke with Jacob, who made it clear from the beginning that the team at Make Search Work really knows their stuff. And in the ensuing months, I came to the realization that I could trust them completely with my most important asset: The future of my company.

When Make Search Work began work, our rankings were nonexistent. We were surviving on repeat business. With our traffic numbers shrinking and our customer base dwindling rapidly, we had our work cut out for us.

Make Search Work presented us with a unique two-pronged approach for meeting our goals. For our company to survive, we had to simultaneously begin driving new customers to the website while also working to remove our Google algorithm penalty.

Their strategy worked better than I ever expected. In less than three months, our traffic and sales doubled – and our Google penalty was gone!

In less than one year, our sales have improved from \$1.5 million a year to the \$5 million annual figure we've reached today, and we are still growing. If we keep up our current pace, we're on target to reach \$7 million in sales this year.

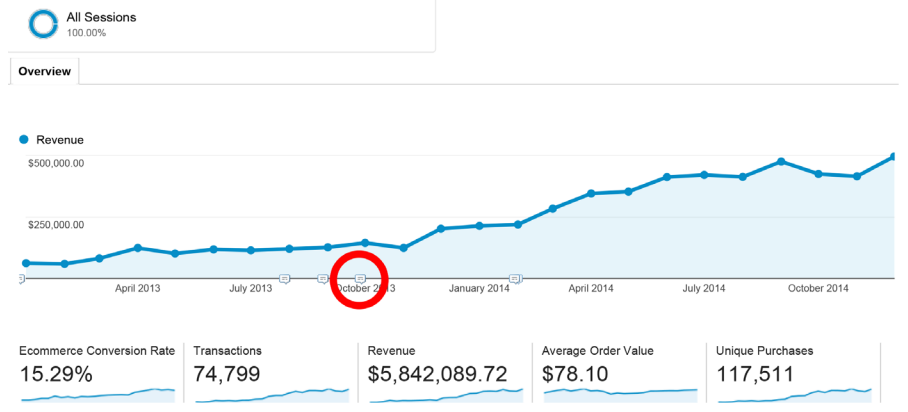
The results were so outstanding – and their customer service so skilled and attentive that we've just hired MakeSearchWork.com to help us launch two additional E-Commerce websites. ”

–Jeff Stratton, Bridge City Bulk

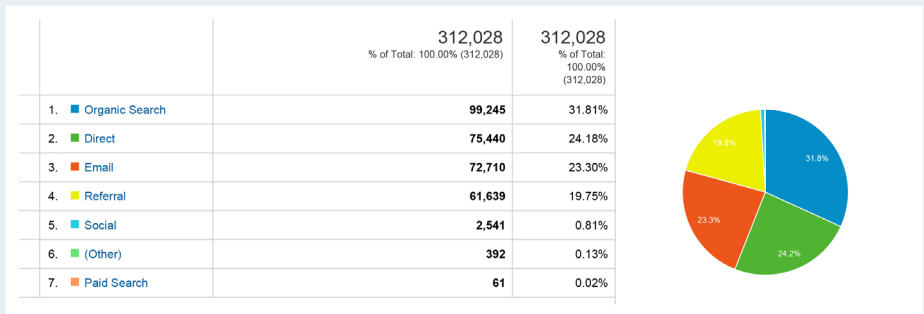


Ecommerce Overview

Jan 1, 2013 - Dec 31, 2014



Make Search Work Starts Working with Bridge City Bulk in October 2013



Traffic Breakdown from January to December 2014

Manual Actions

Site-wide matches

None

Partial matches

Some manual actions apply to specific pages, sections, or links

Reason

Affects

Unnatural links to your site—impacts links

Google has detected a pattern of unnatural, artificial, deceptive, or manipulative links pointing to pages on this site. Some links may be outside of the webmaster's control, so for this incident we are taking targeted action on the unnatural links instead of on the site's ranking as a whole. [Learn more.](#)

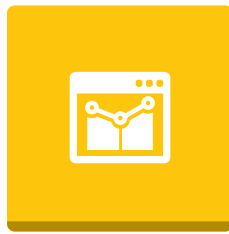
Some incoming links

Removing Unnatural Link Penalties Helped BCB Regain Their Rankings

INCREASED
SALES & TRAFFIC
BY DOUBLE IN
3 MONTHS



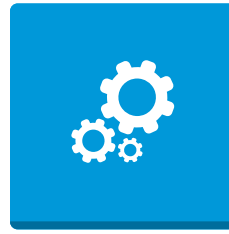
Search Engine Optimization



Online Advertising & Google Adwords



Social Media Marketing



Conversion Optimization



ECommerce & Web Development

Contact us by emailing sales@makesearchwork.com,
calling (503) 850-8187 or visiting makesearchwork.com
for more information