



## PRIME SEARCH MARKETING

### Case Study: Enhancing Digital Visibility for Wedgefield Country Club

by Prime Search Marketing

#### Background

Wedgefield Country Club, a Georgetown SC golfing destination, needed to improve its online presence and engagement across Google. Partnering with Prime Search Marketing, the objective was to leverage Google's suite of tools and strategies to maximize *visibility, traffic, engagement, and conversion*. In addition, Prime Search Marketing took over the updating and optimization of Wedgefield's existing website, built on the 121 Marketing platform CMS.

#### Challenge

Wedgefield Country Club has been in operation for 50 years but in the recent past had suffered through a down period and was even closed for a while. New owners have taken over the property and needed to dramatically boost traffic to the website in ways that would quickly translate into increased rounds played.

#### Organic Challenges

The website had organic visibility in Google, but it was limited to branded keywords (Wedgefield related) and a few other low value terms.

#### Google Business Profile Challenges

Wedgefield Country Club had a relatively low number of reviews when compared to its nearest competitors like Founders Club and Heritage Club. The reviews were very mixed at 3.5 stars, with many negative comments about the course condition.

#### PPC Advertising Challenges

- Attracting organic search traffic
- Engaging users through their Google Business Profile
- Maximizing the effectiveness of their PPC campaigns



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### Strategy & Implementation

Prime Search Marketing undertook a three-pronged approach to address these challenges:

1. **SEO (Search Engine Optimization) Enhancement:** Focus on optimizing website content and structure to improve organic visibility.
2. **Google Business Profile Optimization:** Enhance profile details and regular updates to engage and inform visitors.
3. **PPC (Pay-Per-Click) Advertising Refinement:** Broaden keyword targeting and optimize ad copies to improve click-through rates and reach.

### Organic Traffic Analysis

*Before:*



- Total Traffic from Organic: 240
- Keywords: 380



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### After:



### Results:

- Total Traffic: 784 (an increase of 99.74%)
- Keywords: 728 (an increase of 56.9%)

**Analysis:** Over the course of our strategic SEO initiatives, there's a notable improvement in organic impressions and clicks, suggesting a higher visibility on search engines and a more engaged audience.



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### Google Business Profile Analysis

#### Before:

- Interactions average around 800 per month, peak around 1,200 in October 2022 and decrease to roughly 600 by January 2023.

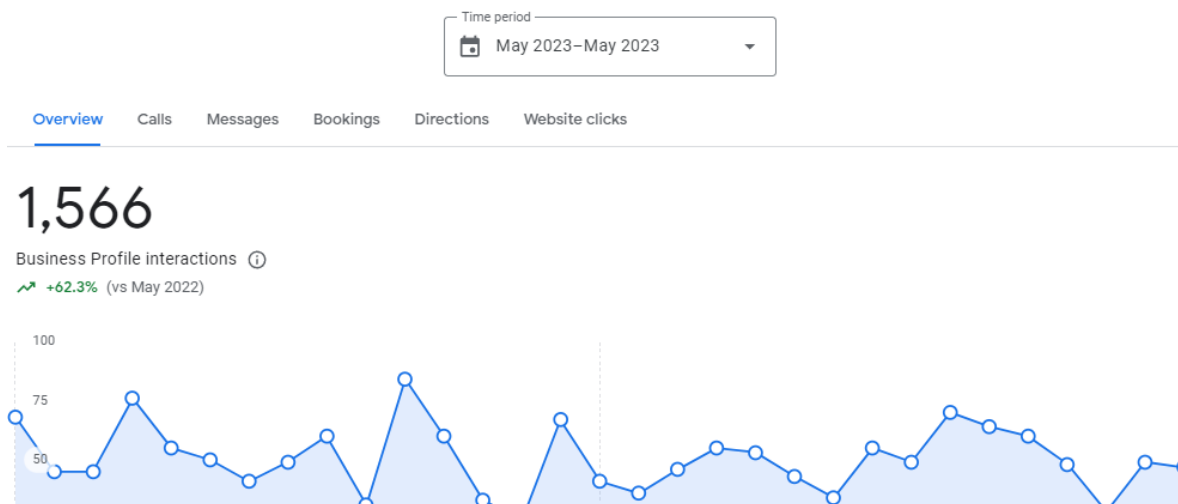


#### After:

- Interactions start around 1,566 in May 2023 and maintain above the 1,200 level until September 2023.

### Comparing Google Business Profile Data from May-Sept 2022 w/ May-Sept 2023

- Increased Clicks from the Google Business Profile by 100%
- Increased Calls from Google Business Profile by 50%
- Increased Total Interactions by 16%



Increased Interactions 62% Year-over-Year

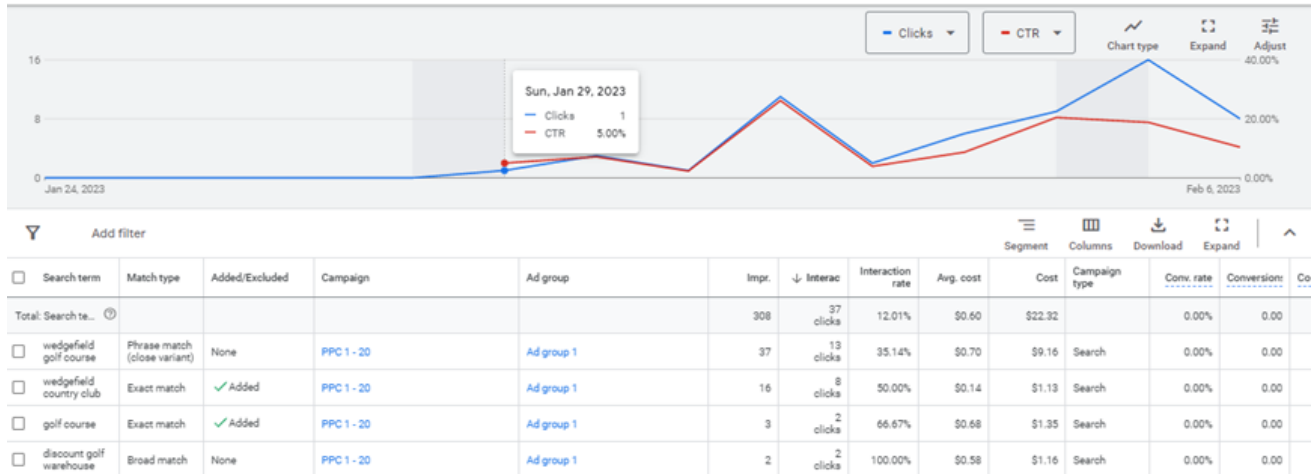




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### PPC (Pay-Per-Click) Advertising Analysis

Before (Jan 24, 2023 - Feb 6, 2023):



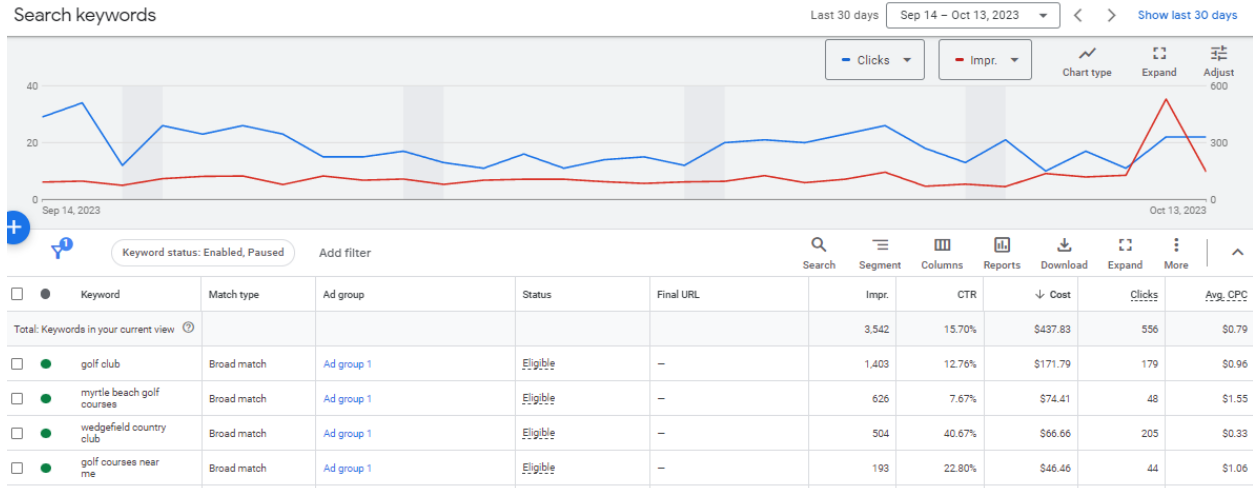
#### Situational Overview

- CTR (Click Through Rate): 12%
- Total Clicks: 37
- Average Cost Per Click .60
- Top Keywords
  - "wedgefield golf course": 37 impressions
  - "country club": 16 impressions
  - "discount golf warehouse": 2 impressions



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After (Sep 14, 2023 - Oct 13, 2023):



- CTR (Click Through Rate): 15.7%
- Total Clicks: 556
- Average Cost Per Click .79
- Top Keywords by Impressions:
  - "golf club": 3,542 impressions
  - "myrtle beach golf courses": 626 impressions
  - "wedgefield country club": 504 impressions
- The new keywords introduced have boosted high-value visibility. For instance, "golf courses near me" has a CTR of 22.80%.

**Analysis:** Our PPC campaigns post-strategy show a broader keyword reach, with significant impressions on new keywords. This implies a broader audience reach and a more diverse engagement.

**Outcome:** A broader audience reach and diversified engagement, attributed to improved ad strategies.

### Conclusions:

Since the implementation of the changes, there has been a remarkable transformation in the online visibility and engagement metrics for the business. Organic traffic nearly doubled, indicating a stronger online presence and effective SEO strategies. The Google Business Profiles data shows sustained interactions, with numbers remaining above the baseline of the previous year. This suggests that while there's a natural ebb and flow to customer engagement, the overall visibility and interest in the business remain robust.



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In the realm of PPC advertising, the metrics paint an encouraging picture. Not only has the business cast a wider net with its keywords, capturing more impressions, but it's also achieving a good Click Through Rate (CTR). Some keywords, which might not have been in the primary focus previously, are now generating substantial impressions and clicks, showcasing the power of diversifying keyword strategy.

In summary, the "after" data shows progress, growth, and sustainable visibility. The increased numbers across the board highlight the effectiveness of the strategies implemented.

Implementing these strategies is a repeatable process and will deliver similar increases in search visibility for any business.