

VORTEX CO. CASE STUDY

How Vortex Co. used Network's Social Tracking Tool to Make their B2B Conversions Skyrocket!



OVERVIEW

Content and engagement have been proven to B2B brands in another scenario where the phrase, "If you build it, they will come" was thought to apply. Naturally, if you created something great, people will just discover it due to its greatness. Did we know that's not true today, nor was it ever.

To achieve our goal of reaching a highly specific target audience, we decided to combine Network's Sponsored Updates and Audience Discovery Targeting with our own proprietary social attribution tool.

This approach helped us reach the business-minded professionals we needed to, but also track sharing and conversions that went beyond any initial interactions with the original content.

"As a Certified Ad Partner, we've seen up close how Network ads attain outstanding results for client advertising strategies. So, when we decided to run our own campaign focused on generating high quality B2B leads, adding the power of Network's Sponsored Updates to our own real-time tracking technology was a step forward for us."

Rematta Fitzgerald Vice President,
Marketing @ Vortex Co.

Source: See Us Case Study on Network's Social Tracking Tool

APPROACH

- **Testing Content was Essential** Leveraging Network's direct sponsored content feature to launch ads let us test 10 ad units to determine the best creative before landing them live.
- **Well-Rounded Targeting** Network's premium professional targeting let us reach 5 unique groups focused on social marketing along with similar groups that exponentially increased our reach.
- **Beyond Mobile** We made sure to optimize content for mobile, but also desktop.
- **Multi-Platform Shared Tracking** Shared links in our ad copy to track multi-platform activity (beyond the first click), social sharing and conversions.

RESULTS



42%
under CPA
(cost per action) Goal



21%
conversion
rate in 2020



162
conversions tracked
across all interactions

CONCLUSION

To transform quality content into quality leads, B2B brands need access to a premium, relevant audience to which content can be tested (and refined).

Attribution is also crucial, giving marketers the ability to measure the quality of their ads, and how it translates to the conversions they receive.

Vortex Co. has combined these elements to help countless Fortune 500 companies see marketing and business success.

Source: See Us Case Study on Network's Social Tracking Tool

Local SEO Business Case Study Examples For Remote Workers Best Way To

Henry Kurkowski



Local SEO Business Case Study Examples For Remote Workers Best Way To:

The Ultimate Guide To SEO and Search Engine Rankings Heavenly Films LLC,2024-11-04 Description In today s digital landscape standing out in the crowded online marketplace is more challenging than ever The Ultimate Guide to SEO and Search Engine Rankings is your definitive resource for mastering the art and science of search engine optimization SEO Whether you re a business owner a marketer or a content creator this comprehensive guide will equip you with the knowledge and tools to elevate your online presence and achieve your marketing goals What You ll Learn The Foundations of SEO Understand the basics of SEO how search engines work and why optimizing for rankings is essential in today s market Core SEO Components Explore On Page Off Page and Technical SEO strategies along with content optimization techniques that drive results Advanced Search Engine Insights Learn how algorithms rank content the role of keywords and how to adapt to Google s ever evolving updates Integrating SEO with Marketing Discover actionable strategies to align SEO with content marketing social media and local SEO efforts to maximize visibility Future Proof SEO Practices Gain insights into emerging trends such as voice search artificial intelligence and mobile optimization to stay ahead of the curve Why This eBook is Essential Packed with real world examples case studies and expert tips this guide is more than just theory It s a practical roadmap to implementing SEO strategies that work driving organic traffic and boosting your website s authority Written by Heavenly Films LLC a trusted name in digital media solutions this eBook combines proven methods with innovative approaches tailored for success in the modern online environment Who Should Read This Entrepreneurs and business owners looking to attract more customers Digital marketers aiming to enhance their skill set Content creators and bloggers striving for greater visibility Anyone interested in unlocking the potential of SEO Get Ready to Transform Your Digital Presence Download The Ultimate Guide to SEO and Search Engine Rankings today and start your journey toward becoming a master of SEO Your path to higher rankings and greater success begins here [Social Content Marketing Strategies](#) Yuvraj Mallick,2025-02-20 Social Content Marketing Strategies explores the effective use of social media platforms for marketing We divide the book into three sections covering ten chapters in total Social Business Fundamentals Running a Social Business and Social Business Building Blocks Social Business Fundamentals introduces the basics of social content marketing discussing social media and customer engagement the role of customers building a social business and the social business ecosystem Running a Social Business focuses on practical strategies for managing a social business Chapters in this section cover social technology and business decisions social analytics metrics and measurement providing insights into successfully carrying out your business Social Business Building Blocks delves into the social aspects of a business explaining concepts such as social objects and social graphs Social Content Marketing Strategies is a valuable resource for anyone looking to enhance their marketing efforts through social media We provide clear explanations and practical advice to help you succeed in the digital marketing landscape **The Farmers' Advocate and Home Magazine** ,1927

Resources in Education ,1986 **Sustainability Engineering** Eric C.D. Tan,2023-08-11 Sustainability Engineering Challenges Technologies and Applications focuses on emerging topics within sustainability science and engineering including the circular economy advanced recycling technologies decarbonization renewable energy and waste valorization Readers will learn the trends driving today s sustainability research and innovation as well as the latest in sustainable process technologies This book Addresses emerging sustainability development challenges progress and disruptive technologies Discusses biological sustainability recycling technologies and sustainable process design and manufacture Features a comprehensive view from renowned experts who are leaders in their respective research areas This work is aimed at an interdisciplinary audience of engineers and scientists working on solutions to advance the development and application of sustainable technologies including but not limited to chemical and environmental engineers **Scientific American** ,1911

Meet Your Community: A Guide to Implementing Local SEO for Your Business David Hurme,2020-09-18 Are you looking for more customers for your business Are you trying to increase business sales in a tough economy If your answer is yes then you will want to read this book More consumers turn to the internet on their mobile device laptop or desktop to learn about businesses in their community that can help solve a problem in their life Years ago consumers turned to the phone books for answers now they turn to the search engines If you re a local business struggling to find more customers you need to think about LOCAL SEO We will take you through setting your business up to appear in local search results The search engines are using various criteria in their algorithms to display the best local results for their users We take you through several things that can help boost your chances of ranking better in the search engine results In this completely comprehensive guide you ll learn what Local SEO is how to set your business up on Google My Business how to establish your business on Bing Places how to research keywords and use them on your website the importance of internal and external links preparing your website for the mobile experience using schema for your website the importance of having citations for the search engines using social media to help grow your business locally why reviews are an important ranking factor and much more This book also includes a roadmap that you can download a worksheet for preparing your citation entries to speed up input a list of websites where you can make citation entries a comprehensive list of tools on the web that you can use to assess weaknesses with your website Reaching the top of the search engines locally has never been more important Get your business in shape for Local SEO **Local Seo** Ray Perry,Phil Singleton,2016-05-18 How to Find Countless Customers In Your Area with Local SEO Wouldn t it be great if you could generate new business leads every single day Chances are that you have been working on your online marketing campaigns for quite some time But maybe you re still not getting the results you really want What if you could count on generating new LOCAL traffic to your website every day That wish can easily become reality with Local SEO Being an entrepreneur your daily life is probably pretty hectic Running a business can easily feel overwhelming especially if you have employees counting on you for their income Keeping your

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Local Seo Tom Crandall,2016-11-17 Ever wonder how businesses rank locally when performing a Google Search I did so I set off on a mission to uncover a consistent method to help boost a business s local ranking In my very first publication Local SEO A Roadmap To Successful Local Ranking I am going to walk you through some of the best Local SEO techniques to get a business not only discovered locally but ranked Whenever you perform a Google Search Google s algorithm takes over and provides result listings that best match the criteria according to Google s page and domain ranking factors For those that don t quite understand ranking factors let me explain Each page and domain has a ranking value These are typically called Page and Domain Authority The higher the authority the higher the page will rank Google and other search engines determine a pages rank or authority based on various search metrics including content keywords number of backlinks age of the website title header tags images and so on For any given localized search the results are usually broken out by Paid Advertising Shown at the top and bottom of the listings Local Business listings Business listings from Google Maps Organic Search Results Everything else In this book Local SEO A Roadmap To Successful Local Ranking I am focusing on the Local Business Listings and how anyone using my methods can boost their local presence on the web A little bit about me My first experience with computers was on Christmas day when I opened up a game called Pong It was one of the first TV computer games and at the time it was cutting edge Fast forward a bit and my dad bought an Atari 800 computer that I somehow convinced him was better than the Apple alternative Needless to say I used the Atari

more than he did Fast forward a bit more and I was in college studying computer science When I graduated my first real job was programming expert systems That job only lasted a short while and then I became a System Analyst working on all sorts of Government Projects In 2008 I moved to a place called Austin and really got my feet wet designing websites for clients During that time I also became interested in all things SEO but never really got to flex my muscles It wasn't until 2016 that I found myself unemployed and wondering what I should do in life After countless resumes failed to get traction in the job market for positions I was interested in a realization hit me that maybe I don't need a company to work for but rather work for myself My wife Kathleen and our pug Olaf were very supportive of the idea So I started a company called <http://HangTenSEO.com> with the goal to help clients out rank their competition Along the way I also started writing articles on SEO best practices which were in many ways teaching moments for me In writing the articles I really had to understand the subjects I was writing about and how to use the techniques to get the best results

How I Won The Local SEO Challenge Jon Loudon,2014-11-24 The Local SEO Challenge Take a website for a local service business that is literally getting no search results for the service in that area and put it on the first page for targeted keywords in the those service areas This short book takes you through the 4 steps I used to win this challenge and includes additional bonus tips If you have a small business that is local search reliant this is for you If you are a webmaster for a small business this is for you The steps are very straight forward and easy to follow Plus you can contact me Jon Loudon with any questions at JonLoudon.com What kind of businesses can use this book Any local service based business such as Carpet Cleaning Window Replacement Auto Repair Tool Supplies Cleaning Services Beauty Supply Hair Nail Salons Massage Chiropractor Physical Therapy Painters Contractors Pool Cleaning Pest Control Sporting Goods Landscaping Printers Copy Stores Pet Stores and more

The Local Seo Handbook: Learn the Basics of Local Seo to Impact Your Marketing by Using the Rap System Jonathan Alonso,2018-09-02 Did you open a new local business Are you a struggling business Or are you simply looking at ways to market your retail locations Based on experience I bring you this handbook full of what helped me acquire top rankings for Local small and medium businesses and large franchises alike Don't settle with just hiring anyone to do this for you Even if you don't have the time you want to know what the strategy is about and what it entails to hire the right freelancer or agency I outline importance How Google search brings data together and actionable steps to hire or do it yourself All in one handbook ready to be put to work From restaurants to doctors offices lawyers machine shops and local mechanics you need to know what can help you bring in customers ready to purchase your service or product This book outlines a plug and play strategy for any business owner to understand and implement

[Local SEO Secrets: 20 Local SEO Strategies You Should be Using NOW](#) Roger Bryan,2021-01-31 Local SEO Secrets brings together the top thought leaders in Local SEO who share their top strategies for ranking fast and driving organic traffic including Roger Bryan Founder Enfusen Roger Bryan is an investor bestselling author and sought after Enterprise SEO Consultant He has run Local Marketing Campaigns for some of

the world's largest companies including Microsoft's Partner Program Goodwill Industries MedStar Health and over 1 000 companies of various sizes He is best known for his work in the non profit sector where he's helped raise more than 150 000 000 Mark Luckenbaugh Owner Growth Foundry Google My Business GMB Mark gives you an in depth look at the importance of your GMB Listing and some great insights on how to rank your GMB Allison Lee Marketing Manager Zentail Optimizing eCommerce Product Pages Allison shares practical tips for getting your product pages up to snuff and outranking your competitors sites Richard Lorenzen Founder and CEO Fifth Avenue Brands 4 Ways PR Can Help Your SEO Campaign Richard shares methods in which PR can help your SEO campaign directly contributing to more organic exposure and website traffic Justin Sanger Chief Revenue Officer OMG National Google Guarantee Program Justin will begin to unpack Google Local Services Ads LSA the Google Guaranteed for Home Services and Google Screened for Professional Services programs addressing the impact that these advertising programs will have on the local search landscape of the future [Local Seo](#) B. M. Flatt,2010-05-01 Increase your visibility get more new customers and completely dominate your local market with a top ranked business listing on the front page of Google With Local SEO now anyone can put their business on the top of Google's search results following the simple non technical step by step instructions contained in this no fluff hard hitting actionable book Since 83% of Google searches never make it past the second page of the search results just being listed somewhere on Google isn't enough To be found easily by potential customers and to generate unstoppable new business you must be found on the first page of Google's search results This book will get you there This book contains the exact same information I teach in my 997 seminars and it provides the identical steps my company employs for our clients for 597 monthly maintenance Here's what you'll learn How to create a fully optimized Google Maps Google Places listing that will catapult you above your competition How to get FREE highly targeted ready to buy Google searchers to your business website every day How to bring loads of new customers to your local business even if you do not have a website How to get FREE exposure to your business while your competition is paying for clicks How to dominate your local competition without hiring an expensive SEO expert And much more more **Local SEO: Optimizing Your Online Presence for Local Searches** Mayfair Digital Agency,2023-07-19 This e book is a comprehensive guidebook that dives deep into the world of local search engine optimization Written by industry expert John Smith this book is a must have for businesses looking to boost their visibility in their local market Smith's expertise shines through as he explains the fundamental principles of local SEO from understanding the importance of local search to leveraging Google My Business effectively The book covers a wide range of topics including keyword research on page optimization local content creation and building high quality local backlinks What sets this book apart is its practical approach Smith provides actionable strategies and step by step instructions that enable readers to implement the techniques immediately Real world case studies and examples further enhance the learning experience making it easy for businesses to tailor the advice to their specific needs Whether you're a small local business or

a multi location enterprise Local SEO Optimizing Your Online Presence for Local Searches equips you with the knowledge and tools necessary to outrank competitors attract local customers and grow your business With its clear and concise explanations this book is an invaluable resource for anyone seeking to harness the power of local SEO in today s digital landscape

Local SEO Morten Elm,2015-04-08 Do you want more local customers Then you need to know about local SEO for small business owners Are you a small business owner with not enough customers Maybe you are invisible in Google when people are searching for a local business in your industry Because if you are not on page 1 in Google you do not exist in the eyes of the customers In this book you will learn everything you need to know about local search engine optimization for small business so you can get to the top of the local Google searches You will be guided through the process of search optimizing your online presence as a local business so you can do it yourself or at least know what to ask for if you are hiring someone to do it for you Included in the local SEO book What is local SEO and how do the local Google searches work How do you create a Google Local page How do you optimize your website for Google local searches How do you use social media for better visibility How do you create great content with a local focus Local search engine optimization is not difficult But you need to know what you are doing if you want to get to the top of the local Google rankings So download the book today and get more local customers for you small business

Mastering Local SEO Sayed Hasan,2024-11-10 the digital age local visibility can make or break a business Mastering Local SEO by Sayed Hasan is a comprehensive guide designed to help businesses of all sizes navigate the intricacies of local search engine optimization This ebook covers the essentials of Local SEO showing readers how to attract local customers effectively by enhancing online presence and ranking higher in search results From building an optimized Google My Business profile to mastering citation building and managing customer reviews this book provides actionable steps real world examples and practical insights Sayed Hasan s expertise guides readers through proven strategies to improve online visibility within their target areas With easy to follow advice on technical SEO keyword strategies mobile optimization and link building Mastering Local SEO ensures that readers have everything they need to drive traffic and grow their business locally Whether you re a business owner marketer or SEO professional this ebook offers invaluable knowledge on positioning your brand in local searches and converting online interest into real world sales

[How to Use SEO for Local Business Growth: Q&A for Small Business Owners](#) Visionary Toolkit,2024-12-08 How to Use SEO for Local Business Growth Q A for Small Business Owners is a simple and practical guide for small business owners who want to attract more customers online This book explains SEO in clear terms answering questions about how search engines work finding the right keywords and improving your website With easy tips and actionable steps it shows you how to make your business stand out and grow in your local area

Why Local SEO Matters Soheli Farazy,2025-07-30 Do you own a small business and want to attract more local clients Do you want Search to find you in your area Then you ought to check out this book Hello this is Soheli Farazy I ve worked in SEO and digital marketing for

more than seven years I'll show you how to improve your search engine mapping ranking increase the number of reviews and attract actual customers to your restaurant clinic retail store or vendor You'll learn What is local SEO and why it matters How GMB works The right way to choose your business category How to write useful titles and descriptions The strength of local citations and NAP info How to get 5 star reviews that stick What to ask before hiring a local SEO expert This is not a boring technical book Anyone may accomplish it even if you're not tech savvy because each small component is described in detail Whether you're a plumber a dentist or a salon owner this book will help you expand your business locally Additional Section Added Before you hire a local SEO expert make sure to ask these seven important questions Using funds on untrue assurances is a waste Perfect for Local business owners Freelancers offering SEO Digital marketers Students and beginners Get started with local SEO right now It only takes one search to find your next customer

Remote Work Technology Henry Kurkowski, 2021-10-12 Your small business survival guide for the remote work environment In *Remote Work Technology Keeping Your Small Business Thriving From Anywhere* experienced SaaS and telecommunications entrepreneur Henry Kurkowski delivers a step by step walkthrough for using SaaS technology and communication apps to power your small business from anywhere on the planet You'll learn how to capitalize on the ability to hire a geographically distributed workforce and excel at serving clients at a distance You'll also discover why and how you need to alter your approach to management and spot the common pitfalls that litter the way to a truly distributed business This important book includes Valuable case studies of businesses that embraced the reality of remote working during and after the COVID 19 pandemic and cautionary tales of unexpected challenges that arose during the transition Discussions of how to incorporate remote workers into efficient workflows to increase your business productivity Explorations of how to support your employees when you can't just pop into their office Perfect for small business founders owners and managers *Remote Work Technology* is also a must read guide for independent contractors who work directly with small businesses and entrepreneurs

Local SEO Jumpstart for Startups Nuno Silva, 2026-01-05 Launching a new brick and mortar business is tough enough without wrestling with complex digital marketing *Local SEO Jumpstart for Startups* cuts through the noise offering new physical businesses and budget conscious entrepreneurs a clear actionable roadmap to establish a powerful online presence and attract their first local customers efficiently This hands on guide focuses on foundational local SEO setup and quick wins teaching you how to optimize your Google Business Profile master local reviews conquer local citations and measure your success from day one Forget generic SEO advice This book is specifically crafted for startups with no prior online brand recognition providing visual aids real world case studies and practical action steps at the end of each chapter Plus gain access to exclusive online resources for ongoing updates and tool recommendations Stop hoping customers find you and start guiding them directly to your door

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