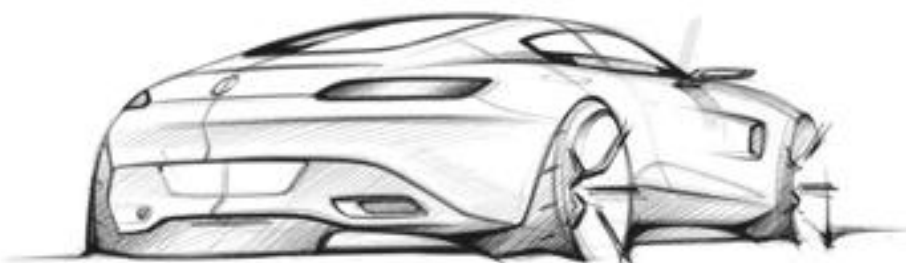


3SIXTY
SIGN SOLUTIONS

Case Study



Client: Craig Mostat

Industry: Sign Company

Project website: <https://www.3sixtysignsolutions.com/>

Region: Edmonton, Alberta, Canada



CURRENT RANKING (90 DAYS):

3 keywords rank in top 10 Google searches

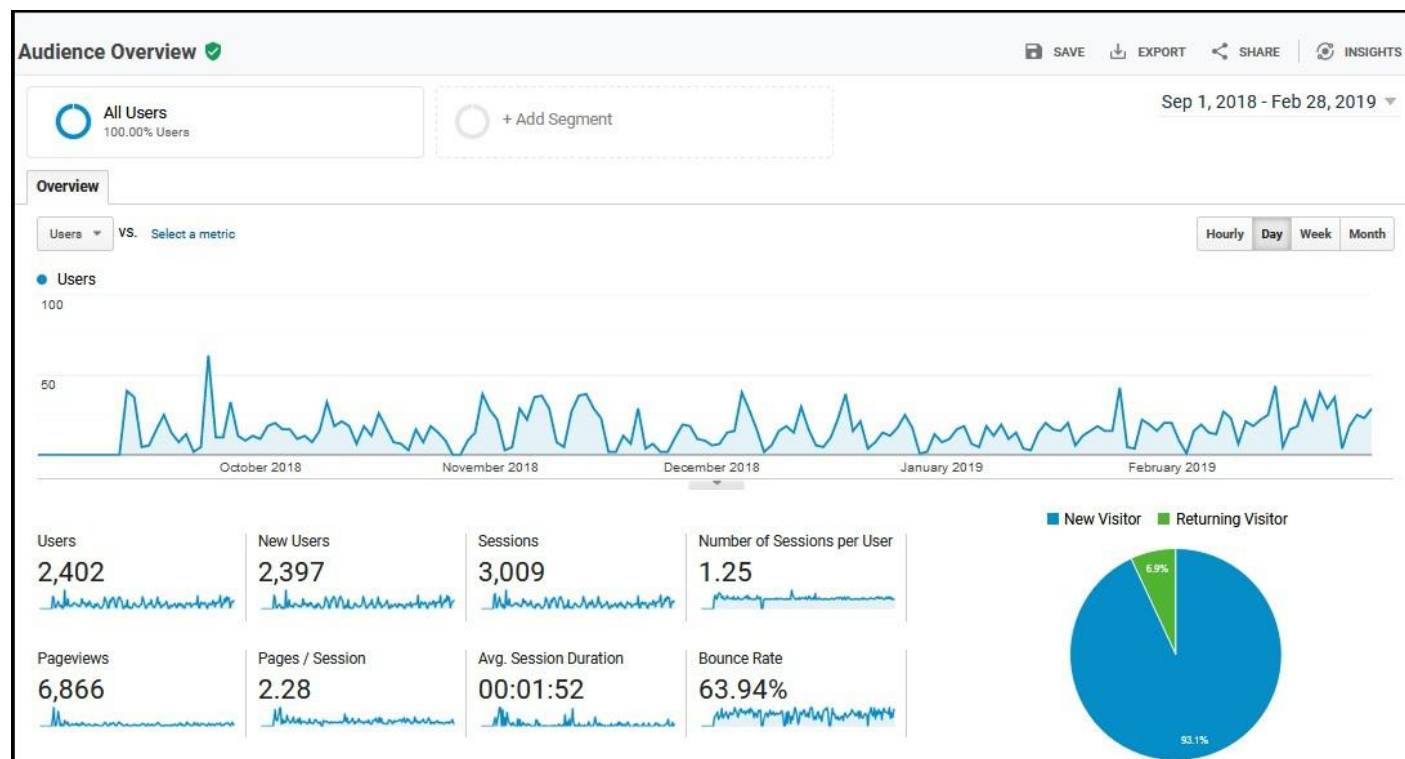
S.No.	Keywords	Mar-19	Feb-19	Jan-19	Dec-18	Nov-18	Oct-18	Sep-18
1	Sign Shop Edmonton	4	8	4	8	41	-	-
2	Wayfinding Signage	9	11	15	20	-	-	-
3	Vehicle Wraps Edmonton	10	12	20	33	30	-	97
4	Custom Signs Edmonton	11	10	10	18	25	-	-
5	Exterior Business Signs	12	11	7	16	-	-	-
6	Directional Signage	12	12	10	13	39	-	-
7	Signs Edmonton	13	13	8	20	-	-	-
8	Edmonton Sign Companies	14	11	-	42	-	-	-
9	Car Wraps	15	17	14	17	-	-	-
10	Banners Edmonton	17	18	24	46	61	-	-
11	Storefront Window Graphics	18	41	51	56	-	-	-
12	Vinyl Wrap Edmonton	20	19	19	28	37	-	-
13	Banner Printing Edmonton	21	-	49	40	52	-	-
14	Ada Signs	22	35	58	65	-	-	-
15	Lobby Directory Signs	24	17	42	61	62	-	-
16	Ada Compliant Signs	24	23	59	75	-	-	-
17	Pylon Signs Edmonton	29	24	27	26	-	-	-
18	Decals and Signs Edmonton	32	10	30	39	50	-	-
19	Channel Letters	33	74	-	-	-	-	-
20	Outdoor Digital Signage	41	39	42	39	-	-	-
21	Trade Show Pop Up Banners	49	41	67	72	-	-	-
22	Decals Edmonton	65	42	59	-	-	-	-
23	Wall Murals	81	-	-	-	-	-	-
24	Led Signs Edmonton	-	90	94	-	-	-	-
25	Vintage Signs Alberta	-	-	45	37	45	-	-
26	Neon Signs Edmonton	-	-	-	-	-	-	-
27	Wooden Signs Edmonton Albe	-	-	-	-	-	-	-
28	Window Decals	-	-	-	-	-	-	-

From the above keyword ranking it is clear that month over month ranking of keywords has improved.



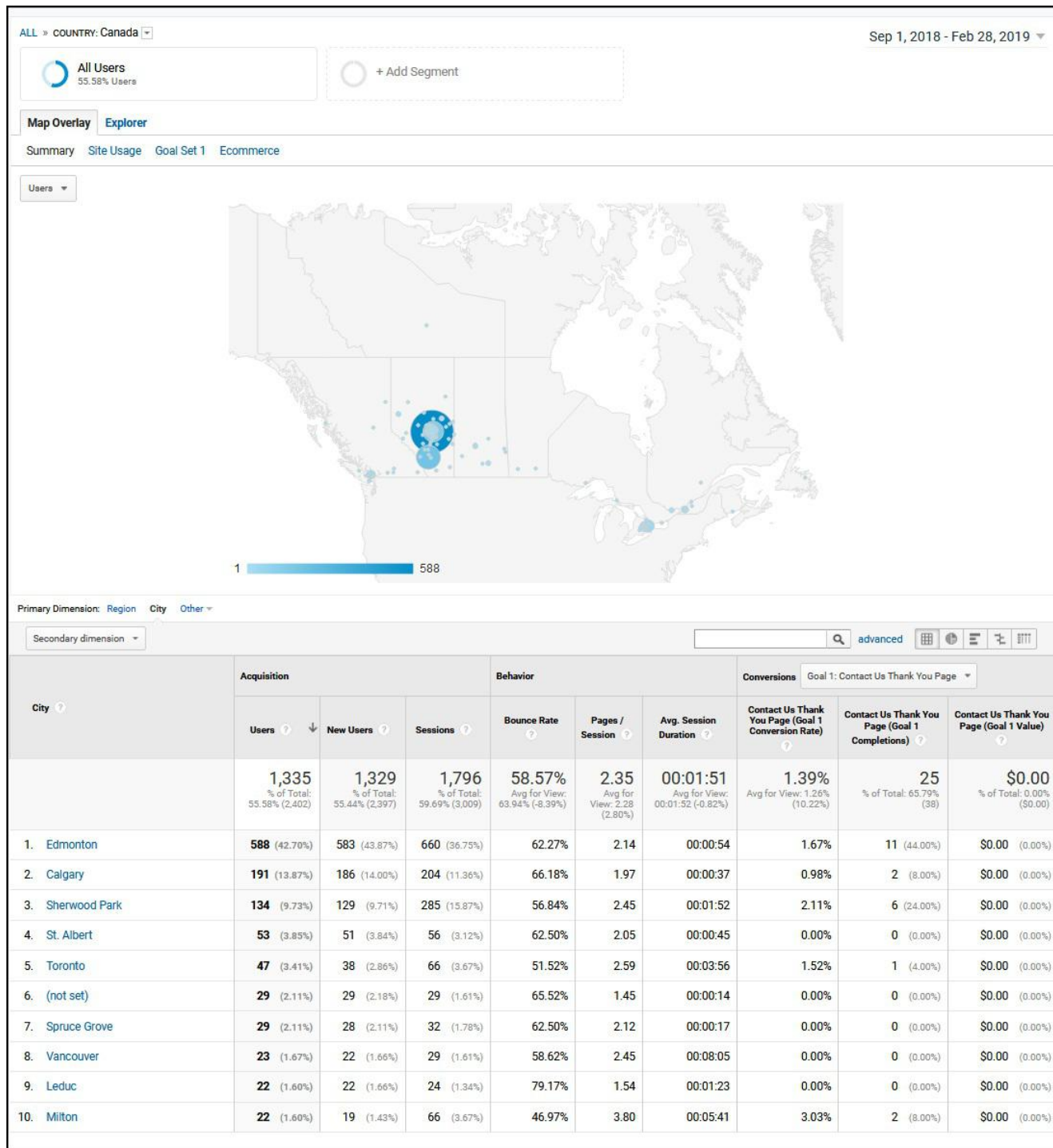
Traffic Status from Google Analytics

We started working on this campaign from Sept-2018, so since last 6 months campaign has performed well. There is increase in sessions, page view and conversions. Check below snapshot for reference.



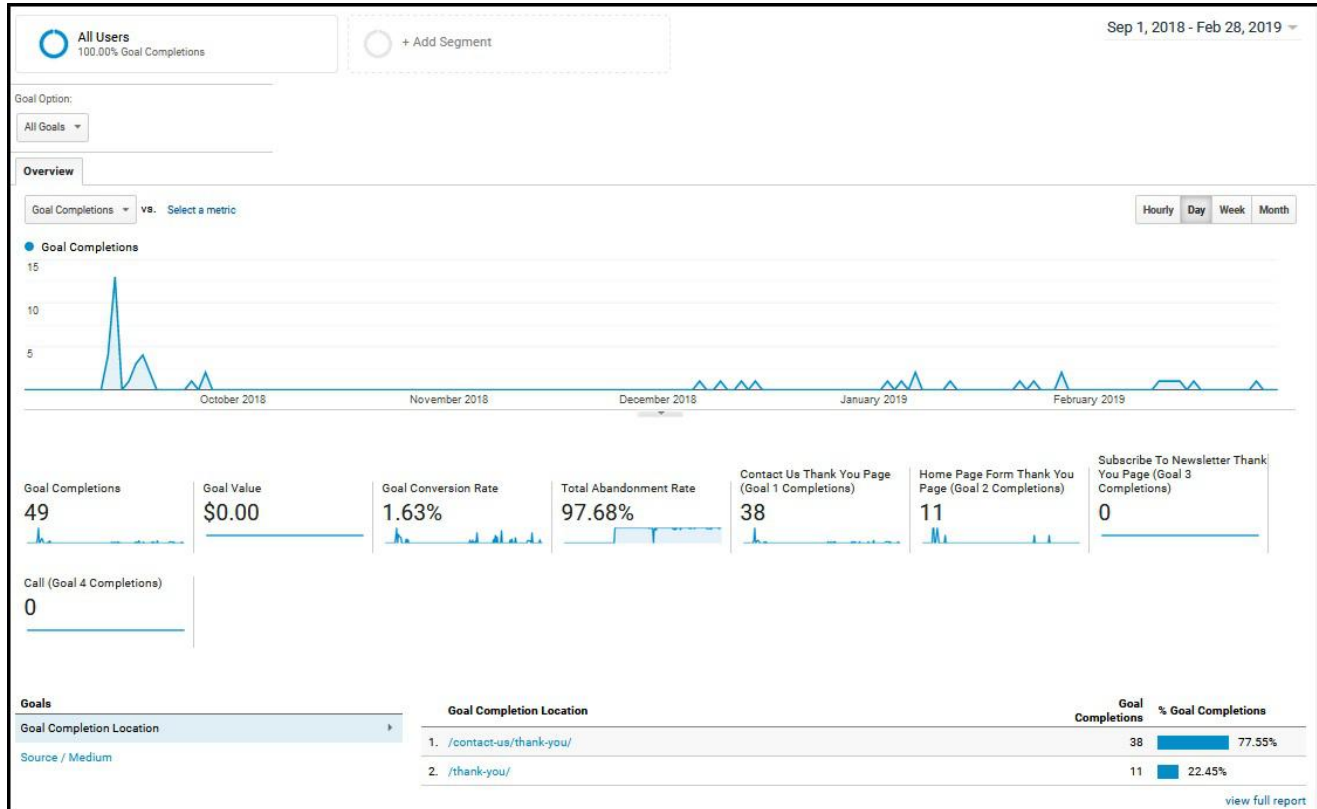
Location

Below report shows that maximum number sessions are driven from Edmonton Region.



Goal Conversions

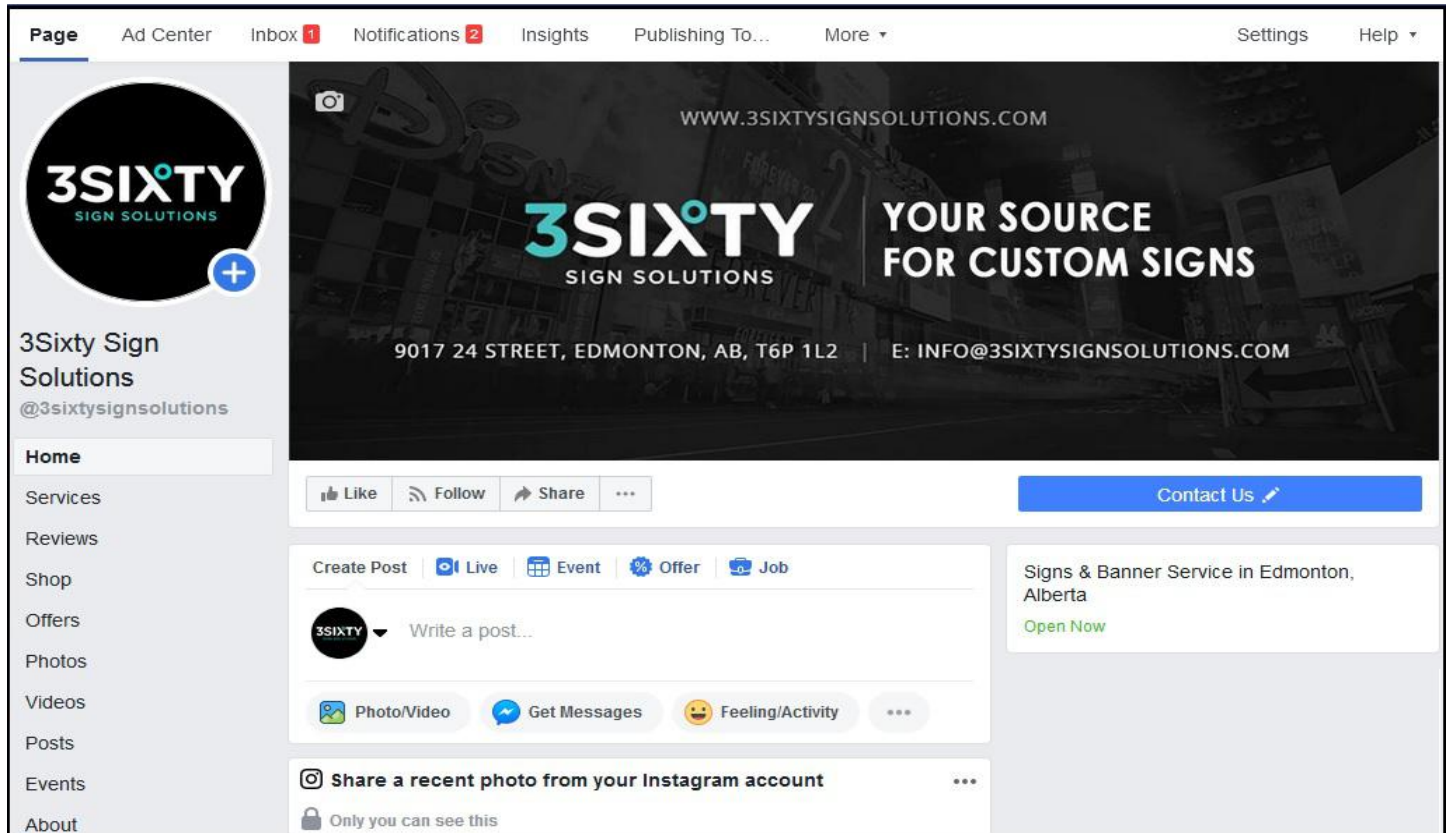
In last 6 months campaign has received 49 conversions from thank you page:



Social Media

Promoting business through social media channels like Facebook, Twitter etc. will give your product or services more credibility and global exposure. 3 Sixty Signs is also using these social platforms to get more business prominence. Below snapshot will illustrate how well they are doing.

Facebook:



Twitter:



WWW.3SIXTYSIGNSOLUTIONS.COM

3SIXTY
 SIGN SOLUTIONS

ALBERTA'S SOURCE
 FOR CUSTOM SIGNS

7 24 STREET, EDMONTON, AB, T6P 1L2 | E: INFO@3SIXTYSIGNSOLUTIONS.COM



Tweets **160** Following **17** Followers **9** Likes **1**

Follow

3Sixty Sign Solutions
 @3sixtysigns
 Edmonton, Alberta
 3sixtysignsolutions.com
 Joined July 2018



Tweets Tweets & replies Media

3SIXTY 3Sixty Sign Solutions @3sixtysigns · Mar 8
 Happy International Women's Day! #3sixtysignsolutions instagram.com /p/BuxFCz5tICE/...

3SIXTY 3Sixty Sign Solutions @3sixtysigns · Mar 8
 Starting a new business or updating your brand's image? We create remarkable indoor and outdoor signs, wall and window graphics, trade show signs, and other custom signs in #Edmonton and nearby areas.

New to Twitter?
 Sign up now to get your own personalized timeline!
 Sign up

Worldwide trends

- #RahulLovesTerrorists 23.7K Tweets
- Masood Azhar Ji 19.7K Tweets
- #RahulMasoodJiComment 2,094 Tweets
- #PledgeAgainstCorruption 9,962 Tweets
- #DemonetisationYaadRakhna 34.6K Tweets
- #ChainOfNine

Paid Ads:

3sixty Sign Solutions is also promoting their business through Google AdWords paid ads, through which they are getting potential business leads and traffic. The below snapshot show you the clear view:

CAMPAIGNS		AUCTION INSIGHTS		All time Sep 26, 2018 – Mar 11, 2019							
Campaign		Budget	Status	Cost	Clicks	Avg. CPC	CTR	Conversions	Cost / conv.	Conv. rate	
<input type="checkbox"/>	Vehicle Wraps SKAGs	CA\$8.00/...	Eligible	CA\$1,363.81	478	CA\$2.85	4.85%	13.00	CA\$104.91	2.72%	
<input type="checkbox"/>	Outdoor Signs SKAGs	CA\$8.00/...	Eligible	CA\$1,102.05	307	CA\$3.59	3.41%	6.00	CA\$183.68	1.95%	
<input type="checkbox"/>	Office Interior SKAGs	CA\$8.00/...	Eligible (Limited)	CA\$423.84	66	CA\$6.42	2.75%	2.00	CA\$211.92	3.03%	
<input type="checkbox"/>	3 Sixty Sign Solutions Desktop	Shared All CA\$40.0...	Paused	CA\$4.59	1	CA\$4.59	0.48%	0.00	CA\$0.00	0.00%	
<input type="checkbox"/>	General Keywords	CA\$20.0...	Paused	CA\$838.38	274	CA\$3.06	1.67%	0.00	CA\$0.00	0.00%	
Total: Campaigns				CA\$3,732.67	1,126	CA\$3.31	2.98%	21.00	CA\$176.90	1.87%	

Call Rail Data:

Through call tracking tools the entire campaign has received 14 calls from Google Ads.

