



Digital Marketing Case Studies

Growth becomes commercial when every stage connects



O1 **Rankings** create discoverability for the right intent.

O2 **Visibility** earns qualified attention across search and paid channels.

O3 **Qualified traffic** meets a stronger website and clearer message.

O4 **Inquiries and revenue** are the outcomes that make the system matter.

Combined engagements are a deliberate service model

We sell growth, not just rankings.

SEO creates demand capture. UX and redesign improve the experience. Paid distribution accelerates reach. Measurement keeps the whole system accountable.

Attribution stays honest: when channels worked together, the result is presented as combined—not reassigned to SEO.

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A unified commerce program lifted sales and traffic



Combined engagement

Custom UI/UX, advanced search SEO optimization and targeted Google Ads.

Shopify · Ecommerce · Six months

+150%

Sales within six months

+160%

Traffic within six months

Content, paid social and SEO improved lead quality together



Combined engagement

Content marketing, LinkedIn advertising and SEO.

B2B · SaaS

3X

Lead-generation rate

+90%

Qualified leads

Redesign and targeted search work increased visits and inquiries



Combined engagement

Responsive website redesign and targeted real-estate SEO.

Real estate

+180%

Site visits

2X

Inquiries

Local visibility became **more calls and inquiries**

+180%

Calls and inquiries in 90 days

Service-area mapping, page strategy, titles/H1/schema cleanup, Core Web Vitals and UX, citations and local authority.

Live Nfinity case study · Analytics-based commercial outcome

Search movement connected with increased bookings

Monaco Medi Spa



Reported movement

Many keywords moved from **#25–30** to the **top #10–12**.

Work

SEO, website updates and local optimization.

Commercial connection

Client testimonial reports increased bookings alongside the ranking movement.

Named live testimonial; client-reported.

Better visibility brought better-fit inquiries

Elektron Electricians LLC



What changed

More qualified inquiries instead of random traffic.

Work

SEO and local visibility with website and search work.

Why it matters

Traffic volume alone is not the objective. The client valued relevance and inquiry quality.

Evidence

Named live testimonial; qualitative, with no numerical attribution added.

Sharper service architecture strengthened positioning and engagement

Rutherford Roofing



Client-reported outcome

Stronger positioning for key roofing terms
and better engagement.

Service pages

Restructured around clearer commercial intent.

Local targeting

Improved relevance for roofing and solar demand.

Technical fixes

Supported a stronger website and search foundation.

Named live testimonial; qualitative.

The model travels across industries because the logic stays commercial



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Case studies across distinct business categories

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Major growth levers: search, experience, paid distribution and website architecture

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Shared objective: qualified demand that can become business

Every engagement follows a measurable growth loop



- O1** Diagnose intent, experience and demand gaps.
- O2** Build the right pages, tracking and conversion path.
- O3** Distribute through search and paid channels where relevant.
- O4** Measure and refine around qualified outcomes.



Evidence and imagery stay clearly separated



Analytics-based

Local Service Brand is identified as a live Nfinity case study with a measured 90-day outcome.

Historical case-study claims

Uneek Jewelry, Unbounce and Dream Homes Realty are labeled from Nfinity's earlier case-study materials.

Client-reported testimonials

Monaco Medi Spa, Elektron Electricians and Rutherford Roofing remain explicitly testimonial-based.

Image credits

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Build the system behind the growth

Website · SEO · Paid media · Conversion · Marketing automation

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