

# How Eagle Ranch Academy Continues To Grow Their Labor Of Love



The ERA Experience With Pay Per  
Click Ads.



## ***Eagle Ranch Academy uses Yinc Marketing to redo website and increase leads—*** **The ERA Experience with PPC Ads**

### **Backstory**

Eagle Ranch Academy is an excellent company that runs a School for troubled teens. They're our Friends and we want them to succeed.

The Industry is extremely competitive. There are a lot of obstacles like competition, hate groups, fraudulent clicks, and extremely expensive keywords.

ERA came to Yinc Marketing looking to increase their organic traffic, create an email campaign, improve their online marketing, and adjust their PPC campaign.

### **The Opportunity**

Like most businesses, ERA wanted more placements and leads at a lower cost. They had a great foundation, but needed some big adjustments.

Pay Per Click provides a great opportunity for any business to get in front of their target audience immediately. ERA already had campaign running but it had not been optimized. We decided to start there.

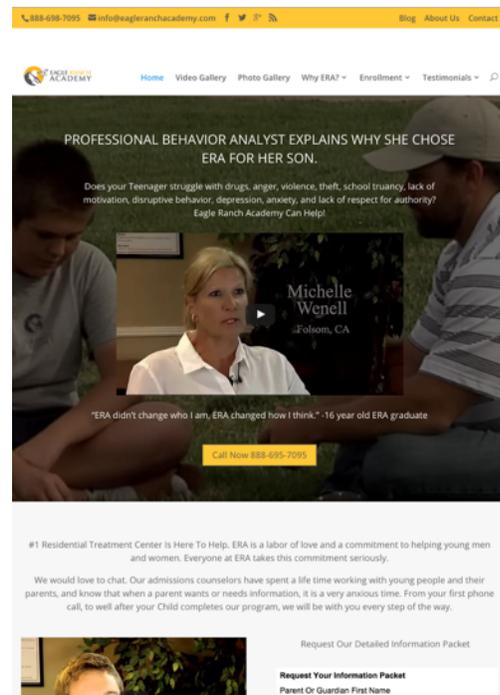
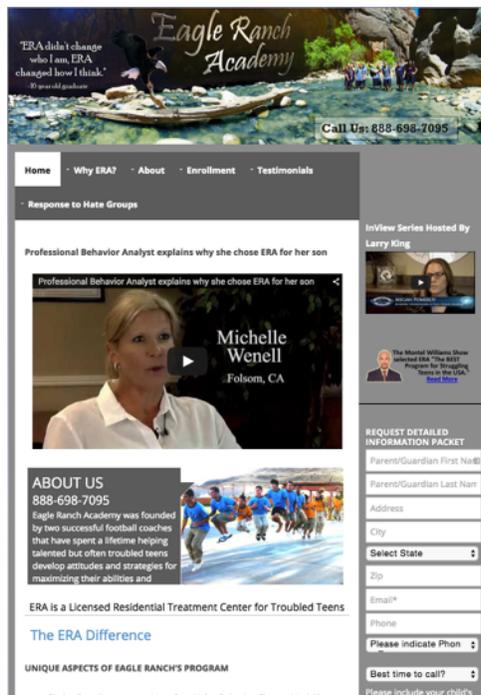
### **The Idea**

Yinc and ERA decided to do the following:

1. Create a new website
2. Add Forms and videos onto the website
3. Create a better User Experience with videos
4. Adjust the ads to match the wording on the website
5. Eliminate wasted keywords and increase impression share on the keywords that were converting.
6. Create an automated email campaign using Infusionsoft
7. Simplify pages, content and messaging.

## Getting To Work

ERA was using Wordpress which made it extremely easy to redo the website. After the site was done, adjustments were made to the adwords campaigns. There was basically zero down time.



## The Result

With PPC campaigns, there are a lot of little tricks and hacks that make all the difference. We were able to apply our knowledge and get instant results.

A 75% increase in conversion and leads

40% decrease in Cost Per Lead

Click to Conversion increased 70.87%

20% improvement in bounce rate