



# EMERALD STRATEGIC MARKETING NICOLE HARRIS STUDIO CASE STUDY

## Benefits one

SEO-focused website with relevant, quality keywords

## Benefits two

Improved and clear navigation as well as verbiage for a better user experience

## Benefits three

Defined service area details to increase local business leads

## Challenges

- Bringing in local leads
- Ranking higher on Google searches
- Website navigation & clarity

## Emerald Strategic Marketing

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## OBJECTIVES

Emerald partnered with Nicole Harris Studio to elevate their web presence. Our focus was on enhancing user experience, strengthening local visibility, and optimizing search engine ranking.

## SOLUTIONS

Emerald implemented a comprehensive website strategy for Nicole Harris Studio. This included in-depth keyword and competitor research to optimize their search engine ranking, along with improved navigation and clear, concise verbiage to enhance user experience.

## TESTIMONIAL

"I'm very happy with Jenna's work. She was very timely, great communication, quick response time and had awesome ideas. She provided a lot of useful information and was very thorough. She updated and launched my new website and I love it! She is definitely my go to marketing person now. Thanks so much Jenna!"

-Nicole Harris, owner