

# Kristi:Jane™

## **Lift, While You Climb**

Corporate Showcase

## **Have you ever asked...**

I know I have the best products and services, so why does my competition seem to do better than me?

I get a lot of people coming to my website. However, I don't seem to be getting any leads or sales. Why?

Why isn't my business coming up on Google when I search for it?

What do people think of my company? Do they feel like they want or need to contact me or buy from me?

How can I make sure my customers go through with their purchase rather than abandoning their cart?

**We know your struggle is real.**

**Let's help you answer these questions, and a whole lot more.**

A Holistic Approach to Growing Your Business

**Personalized For Your Business**

How We Can Help You



**Design It**

Creating Your  
User Experience



**Brand and Marketing  
Strategy Development**



**User Experience Focused  
Website and App Design**



**Build It**

Bringing Your User  
Experience To Life



**Custom Website  
Development**



**Mobile App Creation  
& Development**



**Perfect It**

Ensuring You Reach  
Your Right Audience



**Semantic Search  
Optimization (SEO)**



**Site Speed  
Improvement**



**Traffic Drop and  
Rank Recovery**



**Executive Leadership  
and Team Development**



**Grow It**

Continually Building  
Your Business



**Google Friendly PR  
and Link Building**



**Local Business Marketing  
and Growth**



**Virtual Networking and  
Lead Generation**



**Laser Targeted Paid  
Advertising**



About Your Team

## Your Pros, Ready To Help You

Leverage Decades of Expert Experience



**Kristi Hagen**

Founder & CEO



**Wes Straub**

Director of Design



**Matt Summers**

Director of Development



**David Lockard**

Director of SEO



**Cheryl Stinson**

Web & Mobile Application  
Development Expert



**Heather Sams**

Executive Leadership and  
Team Development Trainer



**Kate Barlow**

Website Auditor & SEO



**Karen McDonnell**

Paid Ads Expert



**Doug Morneau**

Functional (ERP) Enterprise  
Resource Planning Expert



Client Growth Study

# Colonial Barns & Sheds

www.ColonialBarns.com

**Location:** Chesapeake, Virginia

**Type of Business:** Shed Builder

**A Client Since:** May 2021

**Site Launched:** August 2021

**56%**

**Increase in Revenue**

(\$5M August 2022 vs \$3.2M August 2021)

“Because of the work of Kristi Jane’s has done, and continues to do for us, our business has experience massive growth and has transformed into something we could have only dreamed of a year ago.”

**Travis Kuykendall**  
Managing Partner, Colonial Barns & Sheds

**560%**

Increase in Organic Website Conversions  
(12 Months – August 2022 vs February 2022)

**620%**

Increase in Overall Conversion Rate  
(6.62% vs. 0.92%)  
(12 Months – August 2022 vs February 2022)

**#4**

Google Ranking for “Sheds For Sale”  
(August 2022)

PageSpeed Insights

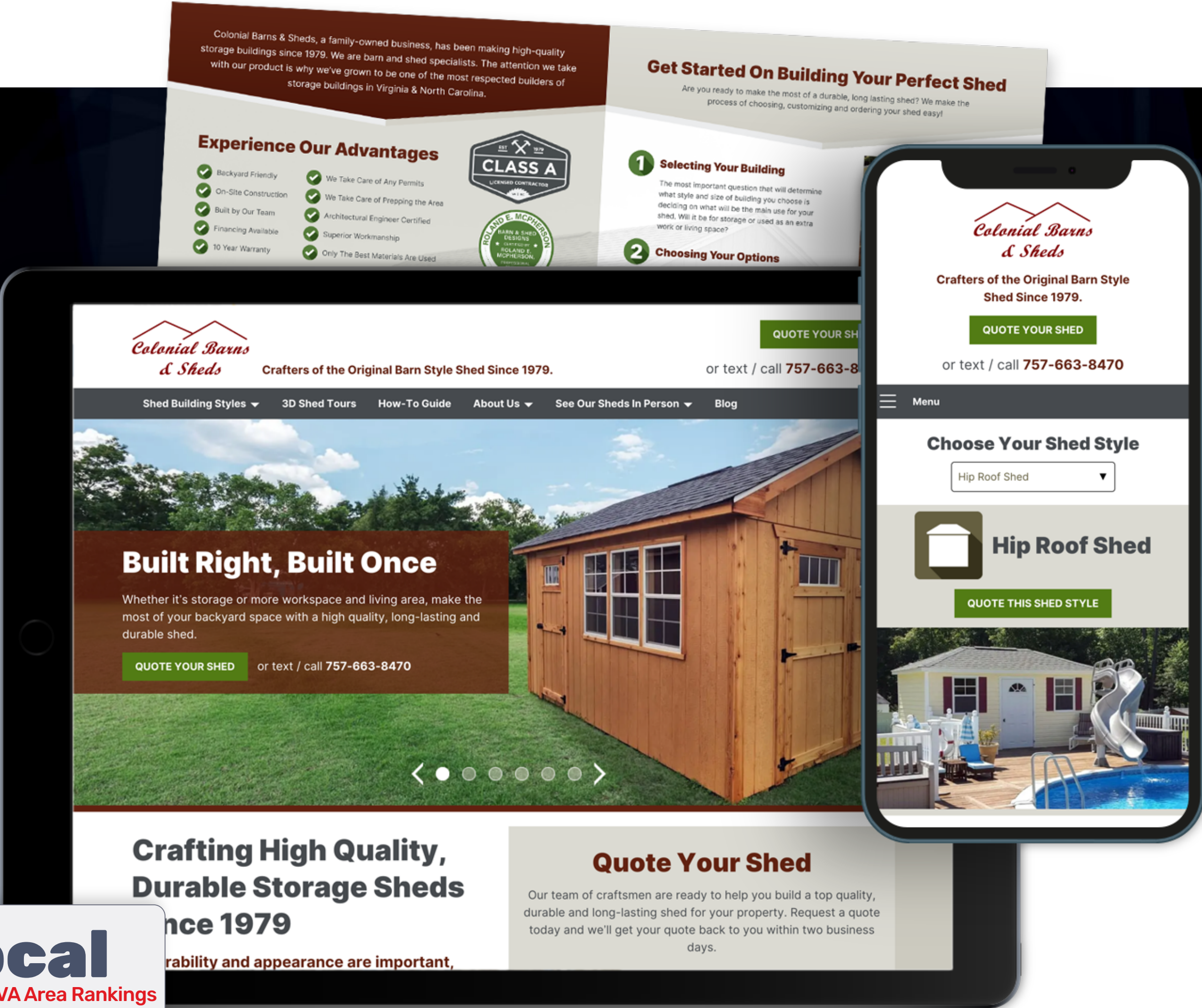
Mobile Desktop

100 100

Performance Performance

**Local**

Chesapeake, VA Area Rankings  
for “Sheds For Sale”  
(August 2022)



- Initial Work**
- Website UX / UI Design & Development
  - PPC Page UX / UI Design & Development
  - Copy-writing & Content Creation
  - Search Engine Optimization
  - Local SEO & Authority Building
  - Site Performance Optimization
  - Marketing Collateral Design

- Ongoing Work**
- Search Engine Optimization & Link Building
  - Local SEO & Authority Building
  - UX / UI Design & Development
  - Copy-writing & Content Creation
  - Social Media Advertising



## Client Growth Study

# American Landscape Structures

[www.AmericanLandscapeStructures.com](http://www.AmericanLandscapeStructures.com)

**Location:** Lilitz, Pennsylvania  
**Type of Business:** Pavilion, Gazebo and Pergola Builder  
**A Client Since:** April 2021  
**Site Launched:** November 2021

**25%**  
**Increase in Revenue**  
 (\$5M August 2022 vs. \$4M August 2021)

"What most firms do is quote you some low number and then they only do so much for that - dribs and drabs - nowhere near the pace your team is getting shit done. Turns out spending a little more is the cost to have the right team do it right. I've saved more than I've spent working with you and don't even get me started on how much more I've made!"

**Jim Adams**

**Owner, American Landscape Structures**

**54.7%**  
**Increase in Pavilion Quotes**  
**(1,719 vs 1,111 Conversions)**  
 (6 Months - August 2022 vs February 2022)

**30.3%**  
**Increase in Organic Traffic**  
**(7,643 vs 5,868 Users)**  
 (6 Months - August 2022 vs February 2022)

**#3**  
**Google Ranking for**  
**"Pavilion Cost"**  
 (August 2022)

PageSpeed Insights

Mobile Desktop

100 92  
 Performance Performance



## Initial Work

Website UX / UI Design & Development  
 PPC Page UX / UI Design & Development  
 Copy-writing & Content Creation  
 Search Engine Optimization  
 Site Performance Optimization

## Ongoing Work

Search Engine Optimization & Link Building  
 UX / UI Design & Development  
 Copy-writing & Content Creation



Client Growth Study

**Shuman Legal**  
www.ShumanLegal.com

**Location:** Chicago, Illinois  
**Type of Business:** Personal Injury Law Firm  
**A Client Since:** August 2020  
**Site Launched:** December 2020

# 214%

## Increase in Case Leads

(August 2022 vs August 2021)

## 100% Increase in Signed Cases

(August 2022 vs February 2021)

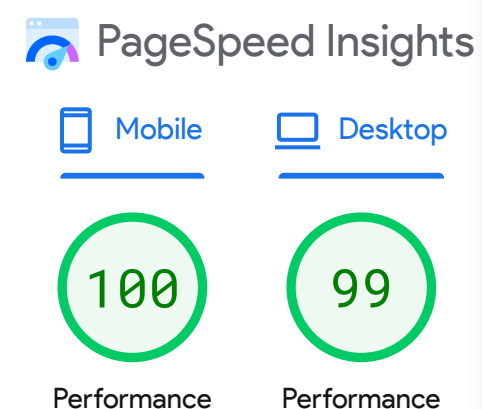
"You're stuck with me as a client for life! I can't imagine where I'd be without you. There is not a part of my business you haven't touched and we are all the better for it. The amazing thing is that when everyone is working together and on the same page the growth is exponential."

**Marc Shuman**  
Founder, Shuman Legal

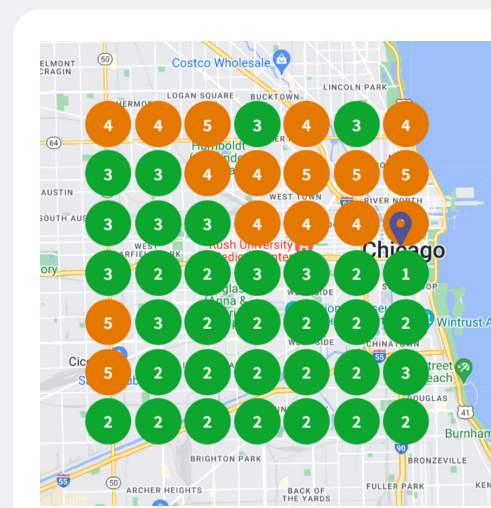
**95.2%**  
Increase in Organic Traffic  
(9,636 vs 4,936 Users)  
(12 Months - August 2022 vs August 2021)

**122.1%**  
Increase in Primary Form  
Conversion Rate  
(835 vs 376 Conversions)  
(12 Months - August 2022 vs August 2021)

**#2**  
Google Ranking for  
"Chicago Truck  
Accident Lawyer"  
(August 2022)



**Local**  
Chicago, IL Area Rankings  
for "Semi Truck Accident Lawyer"  
(August 2022)



### Initial Work

- Brand Development
- Website UX / UI Design & Development
- PPC Landing Page UX / UI Design & Development
- On Page SEO / Local SEO / Link Building
- Local SEO & Authority Building
- PPC Advertising
- Operations & Recruiting

### Ongoing Work

- Search Engine Optimization & Link Building
- Local SEO & Authority Building
- UX / UI Design & Development
- Copy-writing & Content Creation
- PPC / Social Media Advertising
- Operations & Recruiting



## Client Growth Study

# Murphy Law Firm

www.MurphyLawyer.com

**Location:** Douglasville, Georgia  
**Type of Business:** Personal Injury Law Firm  
**A Client Since:** February 2021  
**Site Launched:** June 2021

# 57%

## Increase in Case Leads

(August 2022 vs August 2021)

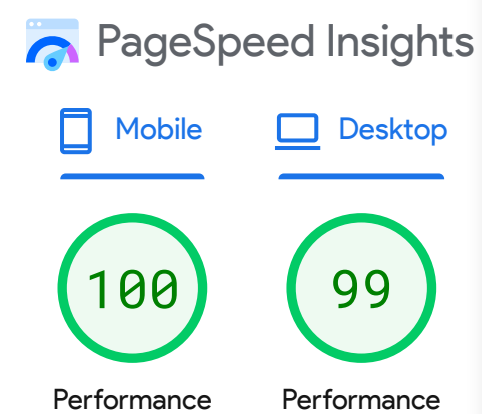
"You guys are brilliant. Kristi Jane came highly recommended but it was still a big shift away from an in-house person for me. Now it feels like I've never been without you. You've got me as a client until the day I hang it up at the office for the last time and retire."

**James K. Murphy**  
 Founder, Murphy Law Firm

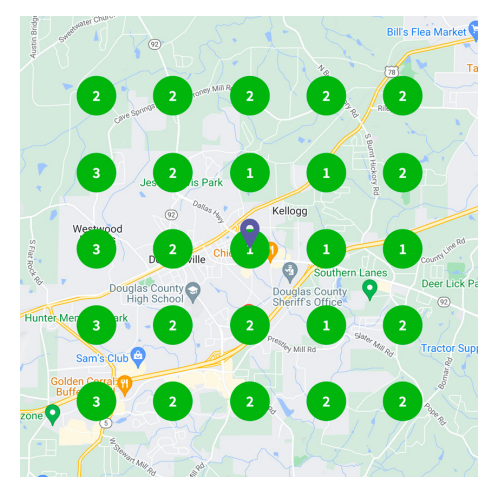
**95.2%**  
 Increase in Organic Traffic  
 (9,636 vs 4,936 Users)  
 (6 Months - August 2022 vs August 2021)

**39.0%**  
 Increase in  
 Goal Completions  
 (649 vs 467 Conversions)  
 (6 Months - August 2022 vs August 2021)

**#1**  
 Google Ranking for  
 "Hiram Car Accident Lawyer"  
 (August 2022)



**Local**  
 Douglasville, GA Area Rankings  
 for "Car Accident Lawyer"  
 (August 2022)



## Initial Work

Brand Development  
 Website UX / UI Design & Development  
 Search Engine Optimization & Link Building  
 Product Listing Optimization  
 PPC Advertising

## Ongoing Work

Search Engine Optimization & Link Building  
 UX / UI Design & Development  
 Copy-writing & Content Creation  
 PPC Advertising



## Client Growth Study

**Smiles By Hanna**  
www.SmilesByHanna.com

**Location:** Gilbert, Arizona  
**Type of Business:** Dentistry Office  
**A Client Since:** October 2021  
**Site Launched:** February 2022

**67%**  
**Increase in Appointments**  
(August 2022 vs. January 2022)

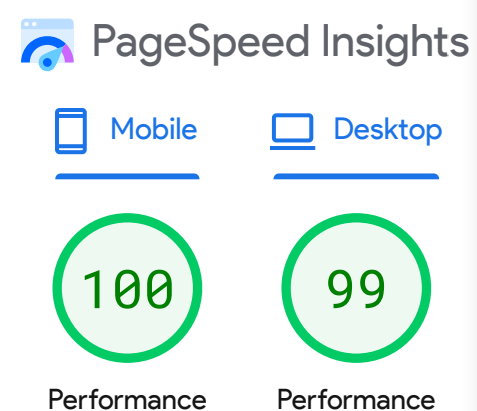
"I was worried about getting a return on the new website and the marketing budget but you were right. It has MORE than paid itself off in the first few months. So glad I listened to you. I was at that scary point of thinking about closing my business and now I'm looking for more staff. Can't believe where I am just nine months later."

**Hanna Mansoor**  
Owner, Smiles By Hanna

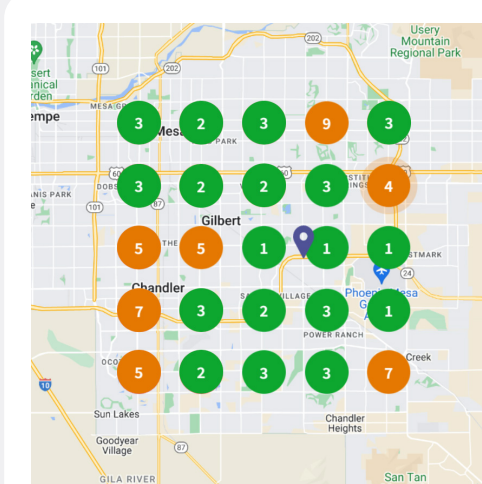
**511.7%**  
**Increase in Search Impressions**  
(4,796 vs 784 Impressions)  
(6 Months - August 2022 vs February 2022)

**96.7%**  
**Increase in New Users**  
(12,088 vs 6,146 Users)  
(6 Months - August 2022 vs February 2022)

**#2**  
**Google Ranking for**  
**"Veneers Gilbert"**  
(August 2022)



**Local**  
**Gilbert, AZ Area Rankings**  
for "Veneers"  
(August 2022)



## Initial Work

Website UX / UI Design & Development  
PPC Page UX / UI Design & Development  
Copy-writing & Content Creation  
Search Engine Optimization  
Local SEO & Authority Building  
Site Performance Optimization

## Ongoing Work

Search Engine Optimization & Link Building  
Local SEO & Authority Building  
Copy-writing & Content Creation  
PPC Advertising



Client Growth Study

**Todoos**  
**www.TODOOS.com**

**Location:** Pittsburgh, Pennsylvania  
**Type of Business:** Online Retailer  
**A Client Since:** January 2021  
**Site Launched:** July 2021

**\$283,243.17**  
**Online Sales Revenue**  
(Since July 2021)

“I can't say enough about the skills, knowledge and initiative that your team brings to the table. I couldn't have asked for better. We're excited to see where this thing goes.”

**Murray Bilby**  
**Owner, Todoos**

6,525  
SKUs  
(As of August 2022)

751  
Base Products  
(As of August 2022)

17.2%  
Increase in Organic Traffic  
(23,893 vs 20,394 Users)  
(6 Months - August 2022 vs February 2022)

PageSpeed Insights

Mobile

79  
Performance

Desktop

99  
Performance



**Initial Work**

- Name & Brand Development
- Website UX / UI Design & Development
- Copy-writing & Content Creation
- Search Engine Optimization
- Local SEO & Authority Building
- Site Performance Optimization

**Ongoing Work**

- Search Engine Optimization & Link Building
- Local SEO & Authority Building
- Copy-writing & Content Creation
- Marketing Collateral Design
- Operations & Internal Process Development



Client Growth Study

# Texas Beach House Vacations

www.BeachHouses.com

**Location:** Galveston, Texas  
**Type of Business:** Vacation Rentals  
**A Client Since:** January 2021  
**Site Launched:** March 2021

**210%**  
**Increase in Booking Requests**  
(April 2022 vs April 2021)

"We're receiving so many booking requests through the new site we're having trouble keeping up! Amazing work and easy to see the value in doing things right in all areas."

**Steve Porter**

Owner, Texas Beach House Vacations

**871.3%**  
Increase in Site Traffic  
(28,440 vs 2,928 Users)  
(12 Months - April 2022 vs April 2021)

**922,000**  
Search Engine Impressions  
(12 Months - April 2021 to April 2022)

**#2**  
Google Ranking for  
"Beach House Rentals  
Surfside TX"  
(August 2022)

PageSpeed Insights

Mobile

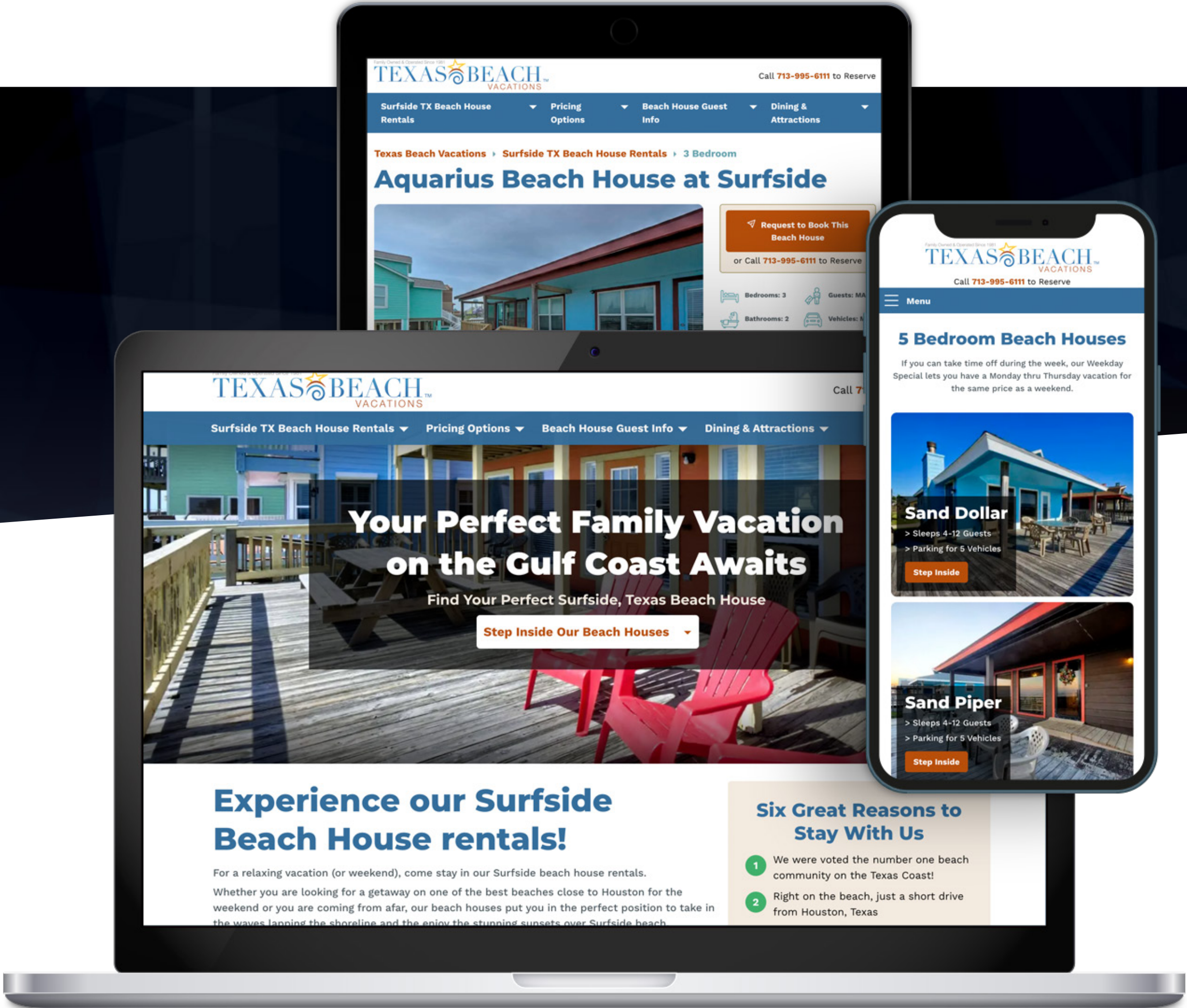
100

Performance

Desktop

100

Performance



## Initial Work

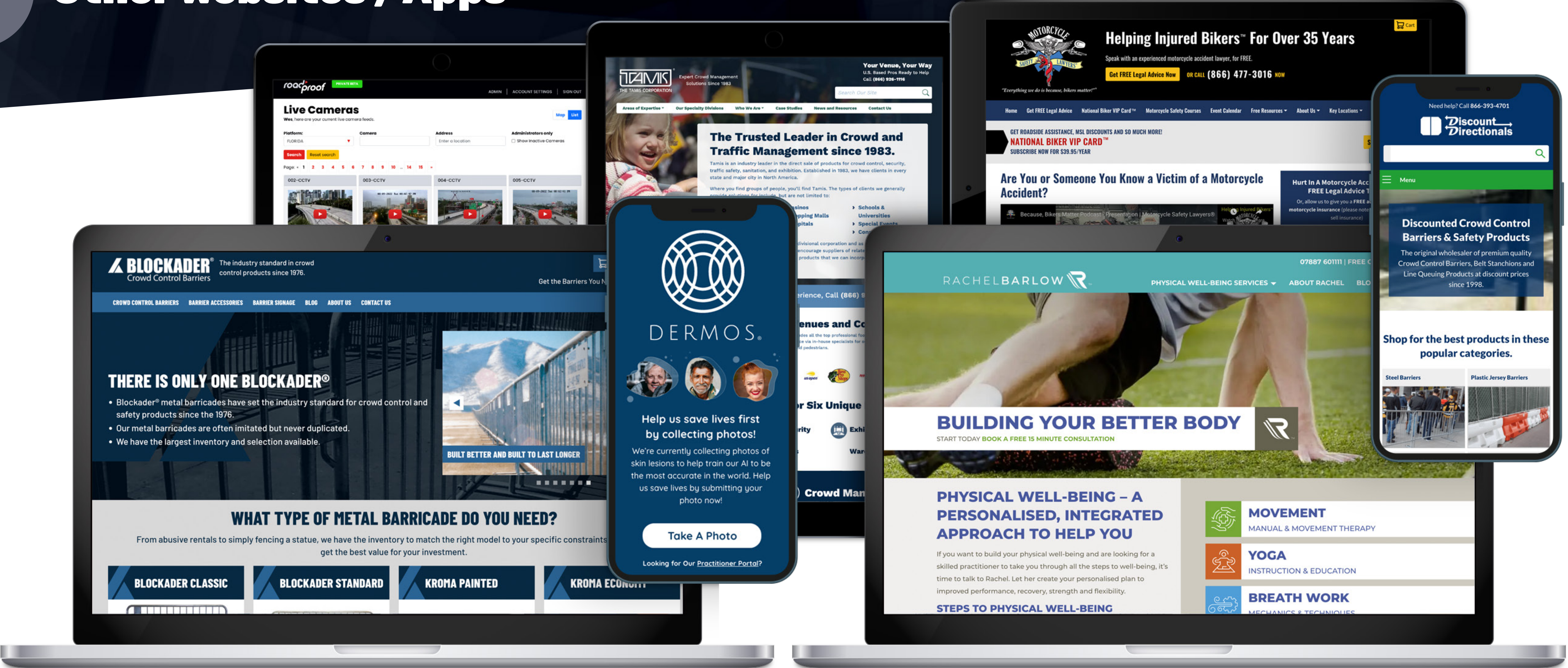
Website UX / UI Design & Development  
PPC Page UX / UI Design & Development  
On Page SEO / Local SEO / Link Building

## Ongoing Work

Search Engine Optimization & Link Building  
Copy-writing & Content Creation



Other Websites / Apps





Brands





Is your business ready to climb to the next level?

**GoHigher@KristiJane.com**

