



GROWTH ANCHORS

AI-NATIVE DIGITAL MARKETING

Client Case Studies.

Real engagements. Real numbers. Real growth curves.

REPORT

2023 Client Portfolio

PREPARED BY

Growth Anchors

COVERAGE

5 clients · 7 countries

5

LONG-TERM RETAINERS

+82%

PEAK YOY GROWTH

4.9★

AVERAGE CLIENT RATING

18+

DEDICATED SPECIALISTS

CONTENTS

Five engagements, one growth playbook.

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|----|--|--|
| 01 | Frankie's Landscape LLC
Local services · Houston, TX | Local SEO + Google Ads · +82% Q4 growth |
| 02 | Crypto Miner Bros
eCommerce · Global | Merchant + PMax · +4,335% merchant clicks |
| 03 | IIH Global
B2B software · Ahmedabad + global | SEO + PPC + CRM · 477 conversions/month |
| 04 | Shalin Designs
B2B · 3D CAD services | SEO + content · +97.7% users, +2,743% money page |
| 05 | WebDataGuru & PriceIntelGuru
SaaS · US/UK/EU | Full-funnel · 3x sales channel, 82% ROI |

HOW WE WORK

Diagnose → Rebuild → Compound.

Every engagement starts with a technical + entity audit, then a 90-day rebuild across the highest-leverage channel, then long-term compounding across SEO, AEO/GEO, PPC and lifecycle. Numbers below are pulled directly from client Google Ads, GA4, Search Console, Merchant Center and Trustpilot dashboards.

01

CASE STUDY

Frankie's Landscape LLC

Local services · Landscaping

LOCATION

Houston, Texas

TEAM

2 dedicated

SINCE

2022

- SERVICES
- Local SEO
 - GBP
 - Google Ads
 - Call Ads

▶ HEADLINE RESULT

82% YoY call growth from Local SEO + Google Ads

Rebuilt Google Business Profile, launched a Houston-tight Google Ads account and layered technical SEO on frankiegarcialandscape.com. Over six months the profile drove 315 calls, 259 direction requests and 417 website clicks — at a 4.9-star rating across 64 reviews.

KEY METRICS

315 GBP CALLS (MAR–AUG '23)	417 WEBSITE CLICKS FROM GBP	4.9★ RATING · 64 REVIEWS
2.84% SEARCH-AD CTR	\$3.27 AVG CPC · \$4.38K SPEND	+82% Q4 YOY GROWTH

QUARTERLY GROWTH

Q1 30% Initial call growth · PPC campaign	Q2 49% SEO + technical fixes	Q3 65% Website revamp · commercial keywords	Q4 82% SEO + PPC compounding
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“ It is difficult to hire an SEO team that delivers results, but that is what we found with Growth Anchors. Attentive, responsive and — more importantly — moves the needle to help us drive sales.

— CEO, FRANKIE'S LANDSCAPE LLC

02

CASE STUDY

Crypto Miner Bros

eCommerce · Cryptocurrency mining hardware

LOCATION

Hong Kong · Global

TEAM

5 dedicated

SINCE

2021

SERVICES

- eCommerce SEO
- Merchant Center
- Shopping
- PMax
- Twitter Ads
- Reputation

▶ HEADLINE RESULT

+4,335% Google Merchant clicks and 4.9★ Trustpilot

Full-stack rebuild: organic SEO, UI/UX, Google Merchant Center feed for 9,200+ SKUs, Shopping + PMax + Search campaigns across India, US and Mexico. Trustpilot programme took the storefront to 4.9★ Excellent across 309 verified reviews.

KEY METRICS

+4,335%

MERCHANT CLICKS LIFT

33.04K

CLICKS FROM GOOGLE TO SITE

839K

AD IMPRESSIONS · ₹196K

6.77%

SEARCH-AD CTR

9,212

ACTIVE FEED ITEMS · 99% HEALTHY

4.9★

TRUSTPILOT · 309 REVIEWS

QUARTERLY GROWTH

Q1 **20%**

Foundation SEO + on-page

Q2 **33%**

Website + UI/UX

Q3 **55%**

Merchant + Shopping launch

Q4 **71%**

SEO + PPC + Twitter compounding

“Growth Anchors is the best digital marketing agency in India in my opinion. Increased traffic and organic orders by more than 200% in the period of one year.

— MANAGER, CRYPTO MINER BROS

03

CASE STUDY

Intelligent IT Hub (IIH Global)

B2B · Custom software & app development

LOCATION

Ahmedabad · Global

TEAM

4 dedicated

SINCE

2020

SERVICES

- SEO
- Content
- PPC
- Email/CRM
- GBP
- CRO

▶ HEADLINE RESULT

477 conversions in one month and 50% user growth QoQ

Inbound programme: website optimisation, SEO, content marketing, PPC and lifecycle email. Google Business Profile pushed 105 organic reviews at 4.6★ and the site now converts across seven geos — India, US, UK, Netherlands, Finland, France and Pakistan.

KEY METRICS

477THANK-YOU CONVERSIONS ·
AUG '23**250**CONTACT-FORM
SUBMISSIONS**+51.4%**

TOTAL USERS QOQ

+49.4%

NEW USERS QOQ

19K

USERS · 125K EVENTS

4.6★GBP RATING · 105
REVIEWS

QUARTERLY GROWTH

Q1 **15%**Website
optimisation
baselineQ2 **43%**SEO + content
programmeQ3 **55%**PPC + email +
expanded SEOQ4 **76%**UX + organic SEO
scale-up

“Maulik and his team are incredibly talented and passionate professionals who did a tremendous job helping us establish a digital presence in the global market. Responsive, flexible, forward-thinking.

— VP SALES & MARKETING, IIH GLOBAL

04

CASE STUDY

Shalin Designs

B2B · 3D CAD & product design services

LOCATION

India · US/UK clientele

TEAM

2 dedicated

SINCE

2022

SERVICES

- Technical SEO
- Content
- LinkedIn Outbound
- Email
- PPC

▶ HEADLINE RESULT

+97.7% users and +2,743% on the money page

SEO + content programme took Shalin Designs from a stagnant portfolio site to 7.1K Search Console clicks on 1.46M impressions. The '3D CAD Designing Services' page alone jumped +2,743% in views year on year, and organic sessions grew across every acquisition channel.

KEY METRICS

+97.7%

USERS YOY · 4.5K

+98.6%

NEW USERS YOY

+2,743%

MONEY-PAGE VIEWS YOY

7.1K

GSC CLICKS · 1.46M IMPRESSIONS

+180.9%

ORGANIC SOCIAL SESSIONS

+118.8%

REFERRAL SESSIONS

QUARTERLY GROWTH

Q1 **13%**

Website + services rebuild

Q2 **27%**

SEO + content kickoff

Q3 **43%**

LinkedIn + email + deeper SEO

Q4 **62%**

UX + organic SEO compounding

“Incredibly talented and reliable — they always go above and beyond for us. The work is fantastic and we're growing in the market. Highly recommend.

— CEO, SHALIN DESIGNS

05

CASE STUDY

WebDataGuru & PriceIntelGuru

SaaS · Web scraping & price intelligence

LOCATION

India HQ · US/UK/EU

TEAM

5 dedicated

SINCE

2021

SERVICES

- SEO
- Google Ads
- Email
- Twitter/Social
- Marketing consulting

▶ HEADLINE RESULT

3x sales channel and 82% ROI on Google Ads

Consulting + execution across SEO, PPC, email and marketing-team enablement. Traffic pushed strongly into US (8K users), UK, Netherlands, Finland, Australia and France. Google Ads programme hit an 82% ROI, and two email campaigns delivered 1,603 opens and 539 clicks.

KEY METRICS

3x

ONLINE SALES CHANNEL

82%

GOOGLE ADS ROI GROWTH

8K

US USERS · TOP GEO

1.22M

TWITTER IMPRESSIONS

1,603EMAIL OPENS · 539
CLICKS**7 geos**US · UK · NL · FI · IN
· AU · FR

QUARTERLY GROWTH

Q1

18%SEO +
landing-page
programme

Q2

35%Google Ads + PPC
scale-up

Q3

58%Email nurture +
Twitter Ads

Q4

82%Consulting +
full-funnel
optimisation

“Growth Anchors really boosted our marketing campaign and maximised reach to our target audience. This resulted in a dramatic three-fold increase in our online sales channel.

— CO-FOUNDER, WEBDATAGURU

THE PLAYBOOK

How we turn audits into compounding growth.

PHASE 01

Diagnose

Full technical + entity audit across SEO, AEO/GEO, PPC accounts, GA4, GBP and CRM. Baseline every KPI in week one.

PHASE 02

Rebuild

Rewire tracking, restructure ad accounts, ship schema, fix Core Web Vitals, launch the highest-leverage channel first.

PHASE 03

Compound

Long-term SEO + content + AEO citations, PPC efficiency ratcheting down CPA, lifecycle CRM keeping every lead warm.

Book a 30-minute strategy call.

We will map the fastest path to results in your category —
SEO, AEO/GEO, PPC, eCommerce or lifecycle CRM.

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