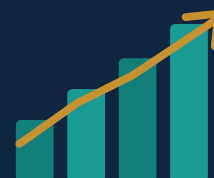


LOCAL MARKET CASE STUDY · SEARCH VISIBILITY

Rozanz doubled the business on leads the website had never produced.

A New Jersey party decoration company goes from no internet leads to a steady flow of new customers.



Search visibility engagement

Doubled

BUSINESS · OWNER-
STATED

3

KEYWORDS ON PAGE ONE

5+

GOOGLE PLACES
KEYWORDS

Scenario

Rozanz, a New Jersey party decoration company, had built its own website on a template system. The site introduced their services well enough, but it was not ranking on Google and was not generating any internet leads.

“You have helped me double my business in the last year!”

— Roseann Lampariallo, Owner, rozanz.com

What We Did

- ▶ Pinpointed the keywords that would generate the most revenue
- ▶ Rebuilt the site for search — clear calls to action and original content

- ▶ Executed on-page and off-page optimisation

Results

- ▶ **Doubled the business** — stated by the owner
- ▶ Page one of Google for 3 keywords
- ▶ Google Places for 5+ keywords
- ▶ Site generating business consistently

How to read this one. This is a **search-visibility engagement**, and the results below are reported as they were measured at the time — ranking and lead-flow outcomes rather than a dollarised earned-value model. Where a revenue effect was stated by the client, it is quoted directly and attributed. For the dollarised version of this discipline, see the Environmental Services case study.

Client site: rozanx.com

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