

Case Study, Carolyn Jahnke

Waterfront Graphic Design Increases Search Engine Optimization for Website, Reduces Stress for Business Owner, and Automates Lead Generation and Advertising

[Pull Quotes...]

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– Carolyn Jahnke, founding attorney

“Amy is very up to date on what’s happening with social media, on the web and Google. She’s always informing me about algorithm changes and new trends. It’s clear that she’s staying on top of things, which is so important given the nature of the space she’s working in and the work I’m having her do for me. The best part is this is something I never have to worry about again because Amy is taking care of it. That’s a really big deal. As a business owner, there are so many things you have to worry about and having one of those things off your plate is awesome.”

– Carolyn Jahnke, founding attorney

“Amy has proven the ROI on what I get for my money. When you’re a small business owner, it matters that you get the right ROI for every dollar that you spend. Amy knows what she’s doing, and she makes working with her easy.”

– Carolyn Jahnke, founding attorney

Athena Legal Solutions is a legal firm working with small business owners. The law firm was founded in November 2019 and is comprised of two attorneys. The firm is based near Madison, Wisconsin, and has clients nationwide. Carolyn Jahnke is the founding attorney.

Google searches are one of the primary ways Carolyn gets new clients. She had worked with a marketing company to increase her Google rankings but wasn’t seeing the results she wanted.

She tried to do her own search engine optimization (SEO) and grew tired of the uncertainty she felt about the process.

“I wasn’t sure how to do the SEO work on the back end of my website,” Carolyn said. “It wasn’t very well thought out, and I wasn’t confident in knowing what to do. As I got busier with client work, I didn’t have the bandwidth to keep trying to figure it out on my own. I needed someone who could help me optimize my dollars and get the best results possible.”

Carolyn talked with people from several marketing agencies. After the last experience with a marketing agency that couldn’t deliver, she was hesitant to sign with another agency. That is until she found Amy.

Carolyn met Amy Pierquet, owner of Waterfront Graphic Design, through a networking group that formed during the COVID-19 pandemic as a way for small business owners to keep in touch and support each other. As Carolyn got to know Amy, she realized that Amy had proven experience with SEO. Carolyn also felt Amy was someone she could trust and that she would enjoy working with her. In the summer of 2021, Carolyn and Amy officially began their working relationship.

Waterfront Graphic Design: Providing SEO That Gets Results

Located in Lodi, Wisconsin, Waterfront Graphic Design is a one-stop shop for web and graphic design, SEO services and online reputation management. Amy Pierquet, owner and designer, brings more than 20 years of knowledge and experience to her clients’ marketing.

“Amy knows her stuff,” Carolyn said. “She’s super smart, she is easy to work with, she’s great at explaining things so that I understand them. Since I do a lot of stuff on my own, it’s nice to have somebody who makes it [SEO] understandable. She is also reasonably priced. I had paid for the most expensive thing on the market, and the results didn’t even come close to those I’m seeing with Amy now.”

SEO Services Brings Website to First Page on Google within Three Months

Carolyn hired Amy to tweak the SEO content on her website, update her Google My Business page, and manage the recurring Google Ads placed for Athena Legal Solutions. The very first month Carolyn noticed upward momentum in the Google rankings, and her rankings have continued to rise each month since. After three months of working with Amy, Carolyn was

delighted that her business appeared on page one in Google's search results with no effort on her part.

"Amy takes care of everything," Carolyn said. "I no longer wanted to spend any mental energy on it [SEO]. I just wanted it to be done right. She tracks everything for me, and I've been able to completely take it off my mental load. I know if there's a problem or something going wrong she's going to tell me."

Amy continues to support Carolyn by tracking her SEO and updating her Google My Business page. Every month Amy sends Carolyn a brief report about her Google rankings and SEO progress, which Carolyn says is easy to understand. Amy also keeps Carolyn updated about changes to marketing best practices in cyberspace.

"Amy is very up to date on what's happening with social media, on the web and Google," Carolyn said. "She's always informing me about algorithm changes and new trends. It's clear that she's staying on top of things, which is so important given the nature of the space she's working in and the work I'm having her do for me. The best part is this is something I never have to worry about again because Amy is taking care of it. That's a really big deal. As a business owner, there are so many things you have to worry about and having one of those things off your plate is awesome."

Carolyn highly recommends Amy to others and says she would work with Amy again in other capacities, as well.

"Amy has proven the ROI on what I get for my money," Carolyn said. "When you're a small business owner, it matters that you get the right ROI for every dollar that you spend. Amy knows what she's doing, and she makes working with her easy."

[Sidebar]

Customer

Carolyn Jahnke, founding attorney, Athena Legal Solutions in Madison, Wisconsin

Results*

- Google search for "Business lawyer Wisconsin" moved from page eight to page three (for entire state).
- Google search for "Business Lawyer Madison Wisconsin" moved from page nine to page two.

- Google search for “Nonprofit lawyer Wisconsin” moved from page five to page one (for entire state).
- Google search for “Nonprofit lawyer Madison Wisconsin” moved from page four to page one.

*Reflect a three-month time frame.

About Waterfront Graphic Design

Waterfront Graphic Design helps small business owners manage their online reputations and visibility. Services include graphic design, branding, logo design, print design, digital marketing, social media marketing, search engine optimization and email marketing. Learn more by visiting www.waterfrontgraphic.com.

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