

MAIN
STREET design.
MADE IN THE USA



MARKETING PORTFOLIO

Mainstreet Design



MARKETING PORTFOLIO

US Based Team

At Mainstreet Design we're a team of digital marketing professionals. Our project managers and development teams are USA based and all work is done in-house to make sure you get the services and results that your business needs.

Professional Buisness Consulting Agency

We assist in building businesses and companies alike, with our experience and affordability. Our crafted team of experts have over 20 years of corporate experience in Code, Marketing, and Creative design. If you're looking for a company you can trust and you're ready to take the next step with you're business.

Why choose a small U.S. based agency?

Businesses' benefit in many ways by hiring Mainstreet Design for their marketing needs.

- Using an agency brings experience to your project at a lower cost than building out an entire internal marketing team.
- When hiring an agency, you do not need to train them.
- Marketing efforts can be scaled easily.
- Agencies can supplement a specific marketing need for your busy internal team.
- With staff in CA, AZ, ME, and FL Mainstreet Design is responsive and available when you are.
- A U.S. based agency has the understanding of the U.S. market and consumer.

What we can do for you



On-page SEO

Making sure your page titles, meta descriptions, content, and URLs are all keyword-friendly, making sure your site is easier to locate, navigate and appears on the Internet.

Local SEO

Outrank your local competition, boost organic traffic to your website, and earn your business more promising leads.

Off-page SEO

In order to build your audience, it helps to have your site appear on popular, high-traffic sites. Backlinking and Guest Posting will increase site rank.

Social and Content

Mainstreet provides content marketing, #hashtag research, social management, and creative design services to set you apart.

How we work on a daily
basis & How we work
with clients



Step 1

Each project starts with a consultation. Our team wants to understand your specific business, mission, values, and brand. The more we know, the more successful we can be together. We review your vision as well as pain points to discover the right solution for your specific marketing need.

Step 3

A dedicated slack channel will be set up so you have easy access to our teams, project updates, and day to day communications to ensure your questions are answered and our teams have any access or content they need.

Step 2

A one time or recurring monthly invoice will be provided with details on the project, goals, and metrics. Our team will task out and assign each portion of your project internally to our SEO, Business, or Creative teams to get started.

Step 4

Mainstreet will execute your project. Depending on the project we may schedule monthly reviews or reporting to discuss ROI, metrics, keyword ranking, and recommended next steps to meet your specific goals.

Team Background



Experience

Our crafted team of experts have over 20 years of corporate experience in Code, Marketing, Branding, Business Consultation and Creative design.

Project Experience

Our team has successfully executed projects for many different businesses including;

- Product Based
- Service Based
- Venture Capital
- Podcast and Radio
- and more.....

Detailed Services



SEO

- Analytics configuration and setup
- Keyword research for site, products, and blog posts.
- Competition keyword research
- On-page (titles, meta descriptions, content, and URLs)
- Technical SEO optimization
- Backlinking and guest posting
- Usability/Heat mapping
- Duplicate content removal

Advertising

- PPC
- Paid Social
- Buyer Personas
- AB variation testing
- Design and content
- Landing pages
- Influencer campaigns
- Email marketing
- Remarketing

Content and Business

- Branding and strategy
- Consulting
- Blog posts
- Press release and syndication
- E-books
- Amazon Seller Support
- Webinars
- Social management
- Infographic



Talk About Las Vegas



**TALK ABOUT
LAS VEGAS** with **IRA**

About the Client

Talk About Las Vegas is a podcast featuring Ira David Sternberg talking with the celebrities, entertainers, writers, and personalities who make Las Vegas the most exciting city in the world.

Pain Points

- Increase traffic
- Reduce bounce rate
- Improve user experience
- Needed an easy way to distribute podcasts

Site Audit

- Found Broken Links
- Failed Mobile Friendly
- High Bounce Rate
- Low Dwell time
- No On-Page Optimization
- Remove Spammy Backlinks

After reviewing the audit, we determined that a new site build would increase the user experience & fix the mobility issues.





Old Site



New Site

Once the new site was complete, Keyword Research was started, and on-page optimization began.

Within 30 Days

Initial keyword research and optimization, we started to see an increase in organic traffic, dwell time, and Bounce Rate Reduction.

163.64%

Traffic Increase

164.81%

New Users Increase

3.79%

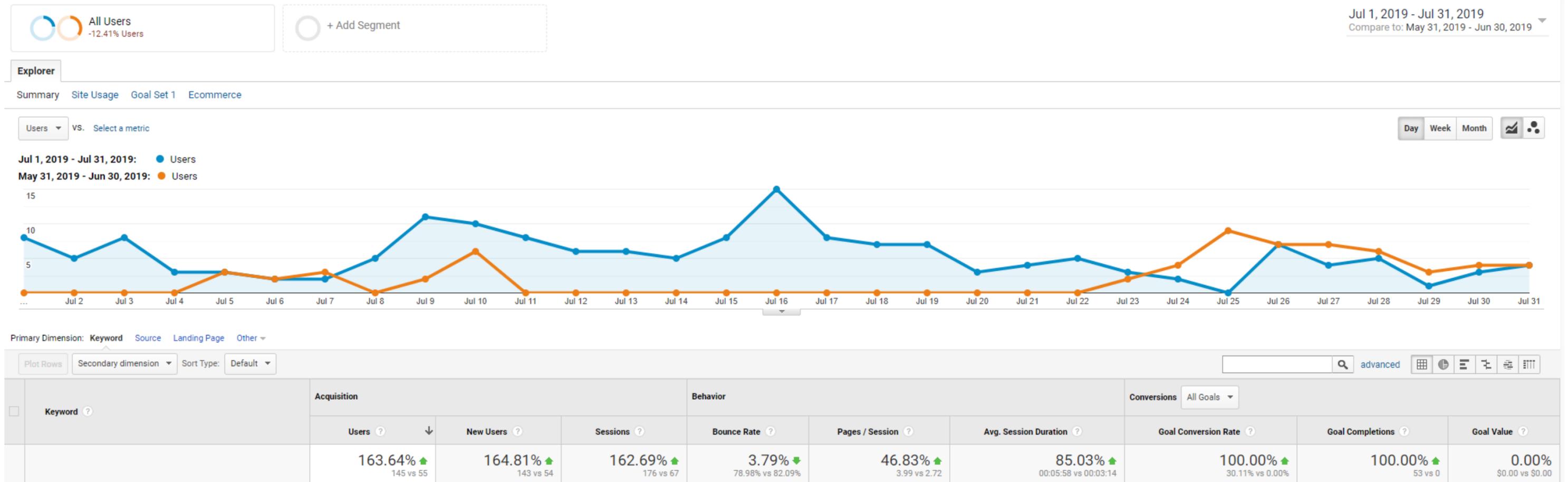
Bounce Rate
Decrease

85.03%

Avg. Session duration
Increase

46.83%

Pages/Session Increase



Within 3 Months

Because all of his posts are interviews, we opted to optimize all of his interview posts to the person.

714.55%

Traffic Increase

718.52%

New Users Increase

1.80%

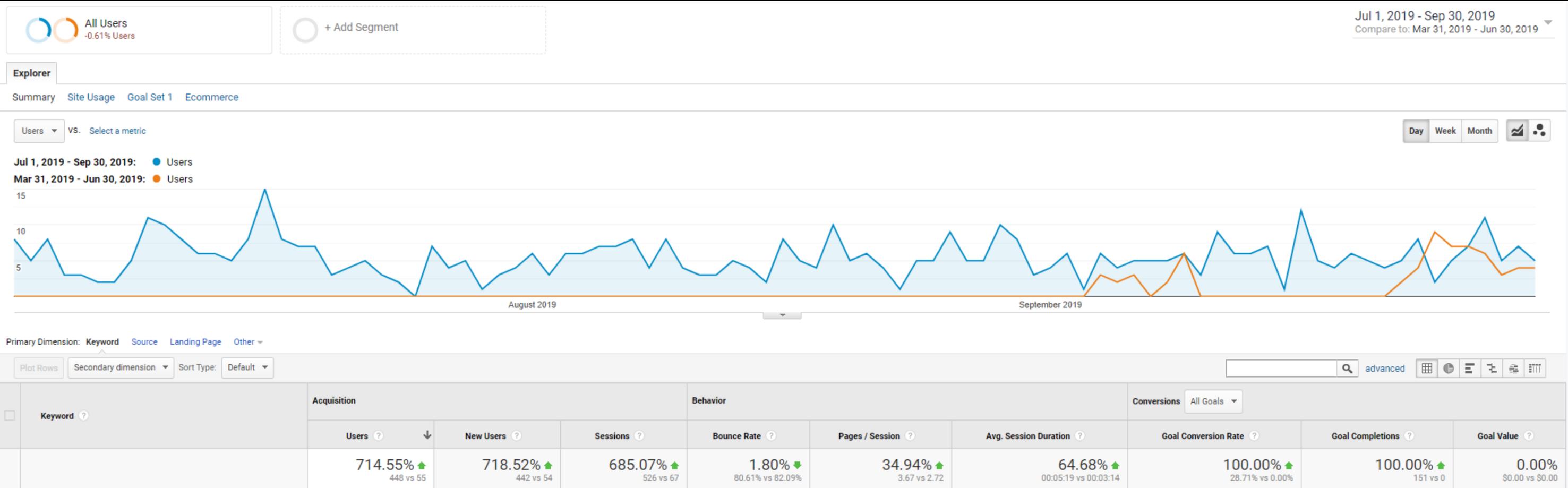
Bounce Rate
Decrease

64.68%

Avg. Session duration
Increase

34.94%

Pages/Session Increase



Within 6 Months

Continued to provide on-page optimization for new posts, twice a week, created curated backlinks for posts that were close to first page on google.

618.58%

Traffic Increase

636.7%

New Users Increase

524.84%

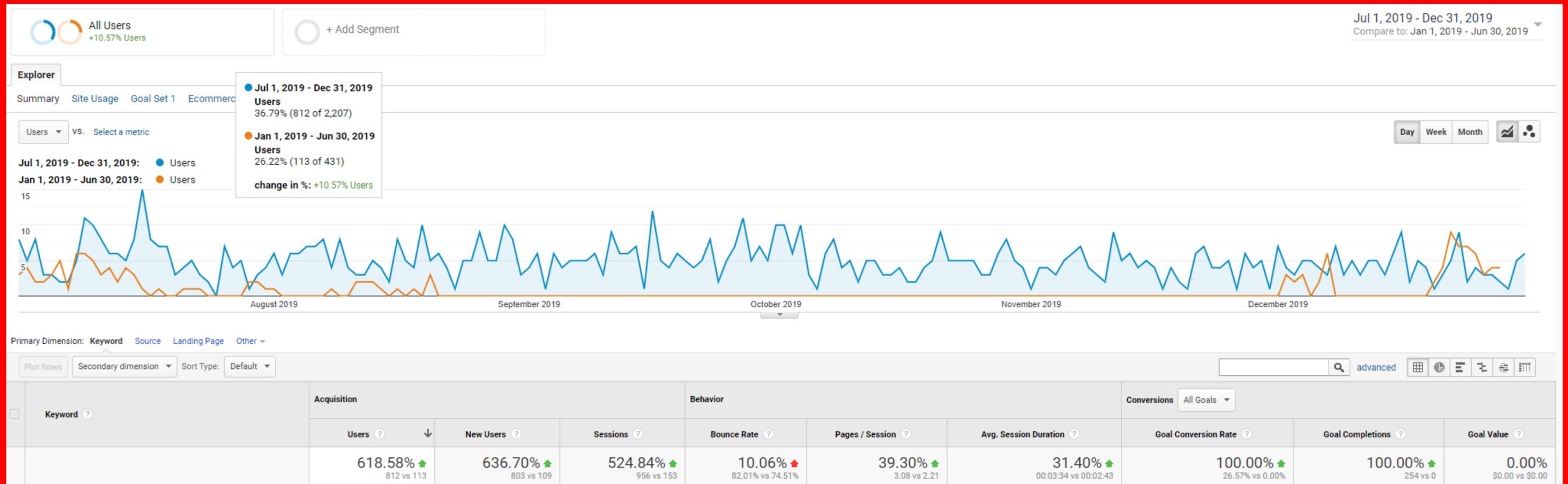
Sessions Increase

31.40%

Avg. Session duration Increase

39.30%

Pages/Session Increase



Comfort Candle Co.

About the Client

Comfort Candle Company is located in Fredericksburg, Texas and produces handcrafted soy candles in approx. 40 scents. Comfort Candle Company came to us to improve their site user experience and increase traffic. First, MainStreet Design created a new site on Shopify, then we audited their site to find out what's going on with the marketing.

What We Discovered

- Duplicate Content
- Duplicate Content & Headings
- Duplicate Meta
- Not Enough Content

What We Did

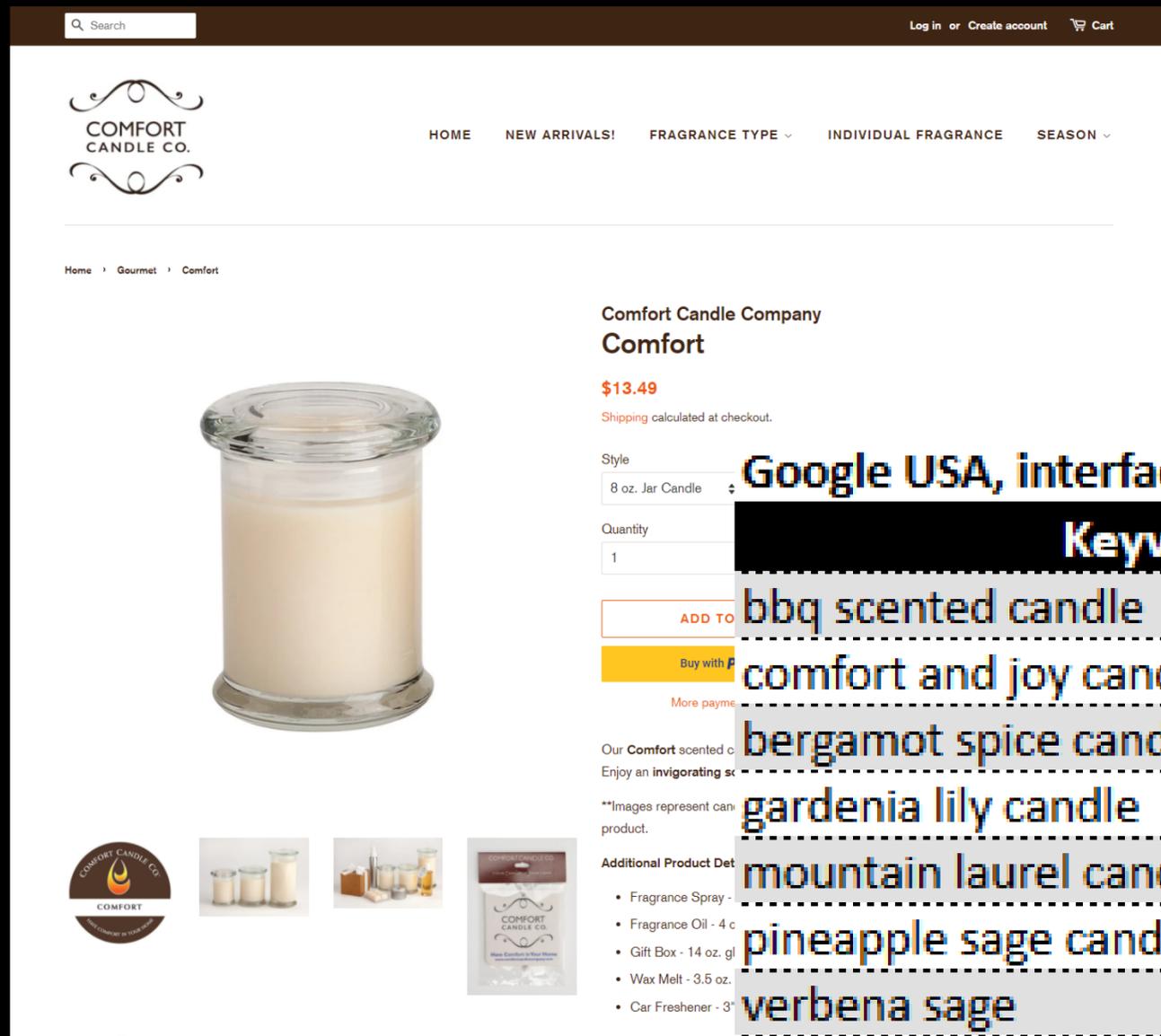
- Reduced Duplicate Content
- Keyword Research
- Topic Research
- On-Page Optimization for products & select posts

Next Steps

- Keyword Research for upcoming posts
- Monitor Performance
- Create Guest Posts to drive traffic & increase page authority
- Get them wins



Current Wins



Google USA, interface language: English

Keyword	URL	Search Vol.	Position
bbq scented candle	https://cc	90	2
comfort and joy candle	https://cc	10	2
bergamot spice candle	https://cc	10	3
gardenia lily candle	https://cc	10	3
mountain laurel candle	https://cc	20	3
pineapple sage candle	https://cc	70	9
verbena sage	https://cc	10	10
mimosa candle fragrance	https://cc	10	11
wildflower scented candle	https://cc	10	12
sugar cookies candle	https://cc	590	13



PRODUCTS

BRANDS

SERVICES

RESOURCES

WELCOME TO WOJANIS HYDRAULIC SUPPLY

We are closing for the Holiday December 24, 2020 at 2:00 PM and happy holiday.

Wojanis.com is an online source for hydraulic components and support to help you get the job done right. We offer a full e-commerce or visit at any of our 3 locations. Contact us today and see the

TRY OUR **CUSTOM** NFPA HYDRAULIC CONFIGURATOR

Create a custom cylinder with our time-saving tool for facilitating electronic selection, configuration and instant CAD model generation. Configure parts and generate 2D and 3D parametric drawings for Series A cylinders.



CREATE A
CUSTOM CYLINDER

Wojanis

About the Client

Wojanis.com is an online source for hydraulic components and engineering resources.

What The Client Needed

Wojanis contacted us to perform keyword research and on-page optimization for their products.

What We Did

MainStreet Design was able to improve ranking and traffic. We were only contacted to perform a one-time on-page optimization. We started in Feb.

Current Wins



Keyword	Position	Search vol.	Difficulty
selector valve	1	210	3
mud pump strainer	1	10	2
wojanis	1	110	14
xxv valve	1	10	9
sf 6720	1	10	2
sf 6520	1	10	2
pvr50	1	10	2
pvr15	1	10	2
nsab kxv ba	1	10	2
selector valve function	1	10	3
goodyear red wingfoot hose	1	10	2
selector valve in hydraulic system	1	10	4
selector valve definition	1	10	3
reservoir flange	1	0	2

Keyword Rankings - Top 10

Wojanis has ranked in the top 10 for many keywords based on the initial keyword research and implementation. Full top 10 can be seen [here](#).



Other ways we can help you

Business Consultation

Let our team help you brainstorm, grow, and strategize. Discuss and review new sales channels, opportunities for growth and more.

Design and Creation

A stand out brand presence is one that is recognizable and consistent across all marketing channels.

Create Processes

Paper documentation is key for scalable processes and workflows.

Reviews from our clients



ONE EDM

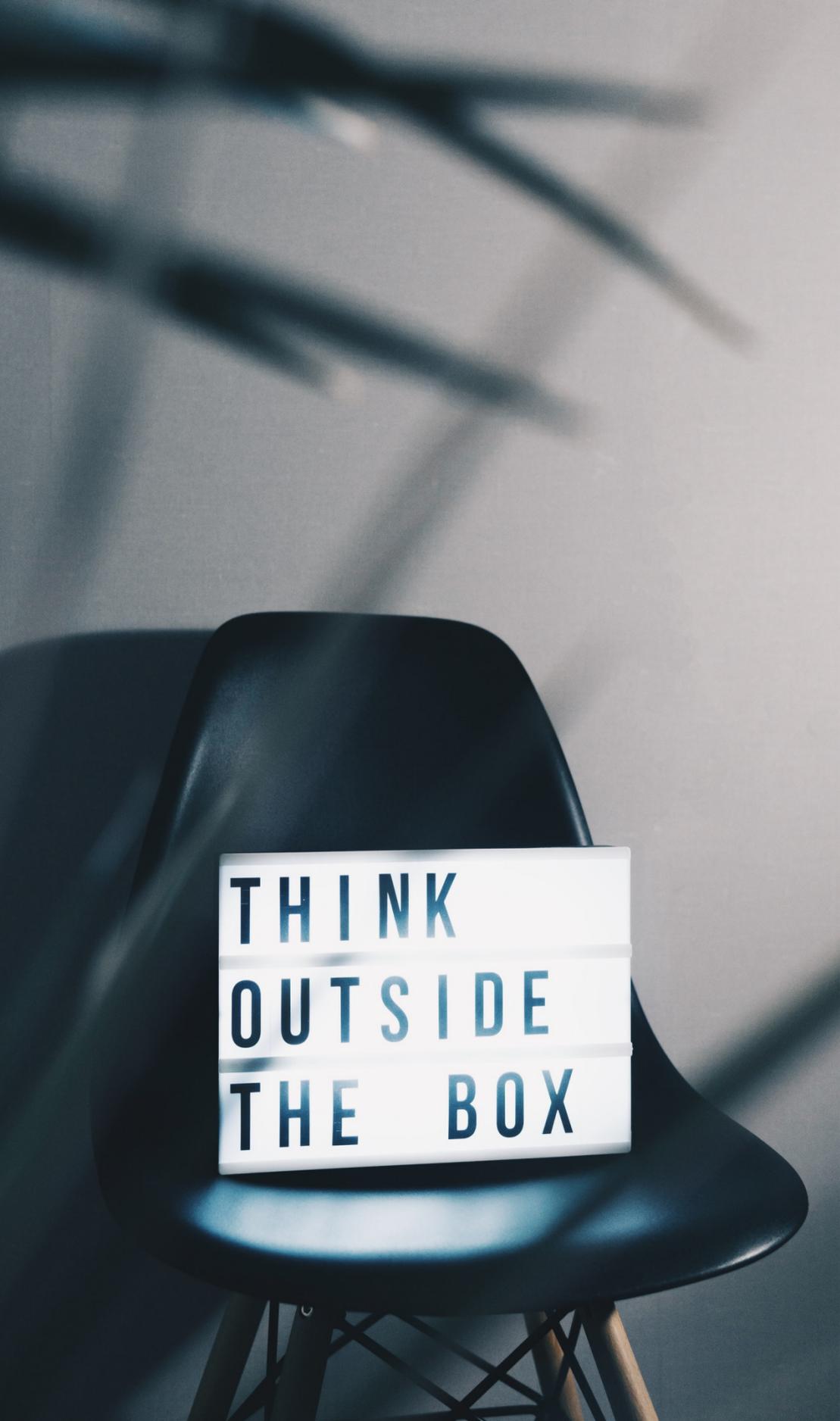
We contracted MainStreet Design to take over our web development and SEO management in late 2017. Since then, our site traffic has increased 800% ytd. We have gained brand awareness and new user acquisitions that we didn't expect with our budget as well as outranked most of our competitors in the content publishing space. When we work with MainStreet Design we are not just working with a service provider, rather we are working with a valuable team member.

Ira Sternberg

Main Street Design has helped me focus on steps to expand and improve my website, providing guidance and encouragement to optimize its potential, and “back-of-the-house” maintenance and development.

Kenny Laskan

Great communication. Matt is knowledgeable about on page optimization and all things SEO related. As an e-commerce store, we rely on MainStreet Design to keep us competitive in this ever changing environment. We recommend Matt and his team 100%!



Let's work together

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