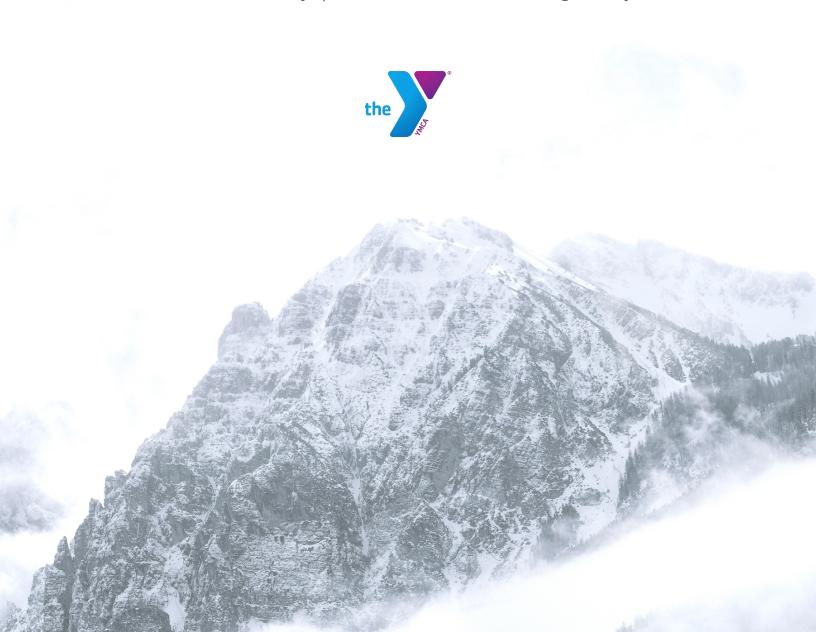


SOULHEART

Case Study | YMCA of Greater Montgomery



BUILDING ENGAGEMENT TO INCREASE REVENUE.

After their newly launched website struggled to gain traction, the YMCA of Greater Montgomery reached out to Soulheart for help. Their website was broken and their membership and program registration weren't converting web visitors to paying customers. They had hired an SEO company to help but while great at sales, their mistakes were costing the YMCA money every day.

GOALS

- More website traffic
- More online membership sales
- ▶ Easily navigable site

CHALLENGES

- Minimal organic reach
- Sales were virtually zero
- Broken links and security issues









HERE'S WHAT WE DID.

We created and implemented a three phase plan. We redesigned the website to make everything easily accessible. They did not have enough organic **search traffic,** so we rebuilt the URL structure and created an SEO strategy to help them rank higher in search. Their online membership sales were minimal, so we built new pathways to those programs. Their other online program registration sales needed to grow too, so we prioritized clear over clever, and built high-converting landing pages for key areas of the site. We also helped VP of Marketing pitch the changes to the CEO and other key stakeholders.

01

Redesigned and redeveloped their website.

02

Optimized the entire site for search and activated the Google Nonprofit Grant for free advertising

03

Launched online membership and program registration pathways



THE RESULTS

- Site traffic doubled in six months
- Grew from 30K site visitors to over200K visitors in 2018
- \$45K in sales on their online membership in the first year
- \$1.9 million in online sales in two years

A PARTNERSHIP THAT CONTINUES

Our work has continued for nearly 7 years with the YMCA, winning awards, grants, and an opportunity for their CEO to speak before Congress about a food insecurity program. Conversions and growth are a staple of everything involving their website, digital ad campaigns and donor email campaigns. Soulheart is proud to be a part of the YMCA of Greater Montgomery's success story.

THE YMCA OF GREATER MONTGOMERY

Lara Wilson, VP of Mission Advancement

Josh and the team at Soulheart helped us overcome some major obstacles that allowed our Y to grow nearly \$2 million. We are so grateful for their team and partnership and highly recommend them for anyone looking to grow your brand and generate more revenue.



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THE SEARCH IS OVER.