



# 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 over **200K 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.




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### 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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SOULHEART

THE SEARCH IS OVER.