



# Lollipops Daycare

Lollipops Daycare and Preschool is a community-centered child care provider dedicated to nurturing children's growth and development. Their passionate team of educators focuses on enhancing motor skills, critical thinking, and healthy social interactions. With multiple convenient locations in West Jordan, Orem, Riverton, Mapleton, and Spanish Fork, Lollipops offers a safe and stimulating environment for children to explore, learn, and make lasting friendships. Through engaging activities and personalized attention, they lay the foundation for lifelong learning and success, making Lollipops Daycare and Preschool the ideal choice for families seeking a nurturing educational experience for their children.



## CHALLENGE

Lollipops lacked the necessary marketing resources to implement an in depth marketing strategy. They wanted to increase their online visibility.





## SOLUTION

- To help improve Lollipops Daycare, Green House implemented the Fertilizer Package. This strategy included:
  - On-site and local SEO
  - Google Business profile optimization
  - Keyword ranking enhancement
  - Blog writing
  - Backlink building
  - Audits of social media and paid media efforts
- Increase online visibility to attract new customers.



## KEY RESULTS



### SEO & Website

- 26.18% increase in unique visitors
- 25.81% increase in page views
- 20.41% increase in site sessions
- 67.03% total increase in Google Business
- Traffic across all locations
- 148.09% increase in new site visitors
- 152.28% increase in returning visitors

## About Green House

Green House (GH) is a sales & marketing agency sponsored by Utah Valley University and run by its students. Its approach combines the impact of the largest university in Utah with the resourceful skills of marketing students and industry experts. Green House assists organizations by improving their online marketing presence, fortitude, and evolution.