

Clearsquare

Clearsquare is committed to helping businesses to grow through their advanced analytic and data driven services. They are a team of industry professionals and technical experts specializing in Business Intelligence (BI), digital development (apps, websites, or software), and team extension services. Clearsquare is up for any and every technical challenge; no job is too big, too complicated, or too innovative for their team.



CHALLENGE

Clearsquare, a team of experienced professionals, had a Google My Business profile that needed optimization for better visibility. While they had a basic SEO setup with a few backlinks and a blog, it lacked regular updates, containing only two posts since May. Their LinkedIn account, the primary social platform, hadn't seen activity for almost a year. Additionally, Clearsquare had yet to explore paid media opportunities.



SOLUTION

Green House implemented a series of targeted steps to enhance Clearsquare's organizational framework:

Reputation Management

- Optimized Clearsquare's Google Business Profile by creating and posting Google Business posts.
- Created and uploaded product/service posts to their GBP
- Optimized the Google Business profile description.
- Created an email campaign and review business cards.
- Added Clearsquare to Synup for improved online visibility.





KEY RESULTS



Reputation Management

- **Business Profile visits have risen by 16.9% since starting in November.**



SEO

- **Website Clicks have risen by 83.3% in total from November to February**

SEO

- Conducted a technical site audit
- Designed a mockup for a products page to enhance user experience.
- Generated multiple optimized blogs for the website to boost SEO performance.

Social Media

- Conducted an in-depth audit of Clearsquare's current social media activities and competitor strategies.
- Provided clear insights into areas for improvement and created a list of post ideas.
- Created multiple social media posts

PPC (Paid Media)

- Conducted a PPC audit, analyzing competitor keywords and identifying potential keywords for effective targeting.
- Calculated the profitability of Paid Ads

These strategic initiatives by Green House aimed at improving Clearsquare's online presence, optimizing their website, and exploring effective social media and advertising strategies.

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.