

PORTFOLIO



**Real Results
Real Businesses
Real Growth**

At Digital Marketing 401, we work with clients across all industries and business sizes, from ambitious startups to established enterprises. Our clients trust us to get them found online, and we deliver, Real results, Real businesses, Real growth. Our client wins speak louder than promises, powered by multi-channel collaboration and digital strategies that truly move the needle.

Services

Digital Marketing (SEO | SMM | PPC)

Web Design & Development

Video Production | Product Photography

www.digitalmarketing401.ca | (647) 333 9065

Ranking #1 and Growing Fast: My Furniture's SEO Strategy That Boosted Organic Users by 8.9%

We've experienced significant growth in website traffic and substantial improvements in competitive keyword rankings. Content marketing has played a key role in educating and attracting our ideal customer base.

[See the solution](#)

Great Range
of Exclusive
Furniture
for your Home



+25.32%
Returning Visitors

12→1 Pg.
Increased Keywords Ranking

3.06K
Clicks in Last 3 Months

Brand Overview:

My Furniture is a leading Ontario-based furniture retailer offering stylish, high-quality pieces across living, bedroom, dining, office, kids', and accent collections. With competitive prices, 0% financing, sustainable practices, and exceptional customer service across multiple Ontario locations, they're committed to enhancing homes.

Our Objective and Goals

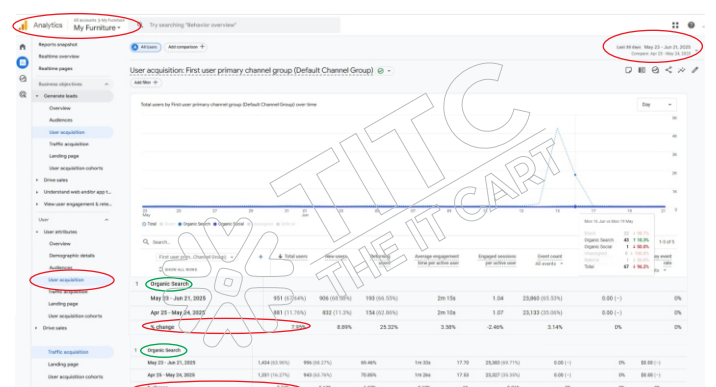
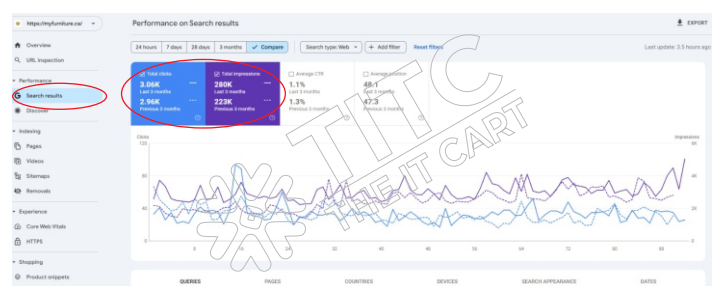
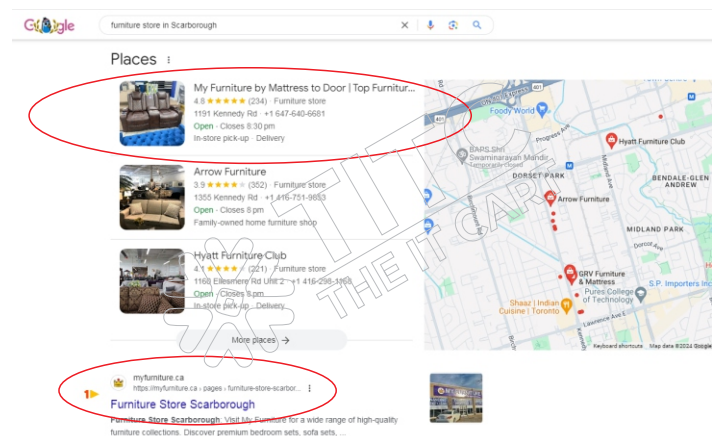
- Drive more qualified organic traffic across Ontario locations
- Improve rankings for key furniture-related search terms
- Increase engagement and return visitor rates
- Establish local search authority and improve click-through rate (CTR)

Google Search Console Insights (Last 90 Days)

- **Total Clicks:** Grew from 2.96K → 3.06K
- **Total Impressions:** Increased from 223K → 280K
- **Average Position:** Maintained stable at ~47-48
- **CTR Optimization:** Strategic metadata helped preserve performance despite position shift

Google Analytics Insights (Last 90 Days)

- **Organic Users Growth:** +7.95%
- **Organic New Users:** +8.89%
- **Organic Search Sessions:** +7.74%
- **Returning Visitors:** +25.32% increase
- **Engaged Sessions:** +3.14%



From 0 to 2K+ Clicks in Just 3 Months: The Car Boys' Digital Makeover Through SEO & Social Media

We've seen impressive growth in total impressions, rising click-throughs, and keyword rankings, thanks to targeted SEO and creative social media content. With a data-driven approach and high-performing reels, The Car Boys are attracting the right audience and gaining momentum across the GTA.

[See the solution](#)



2.12K

Total Clicks in Last 3 Months

15 → 1 Pg.

Increased Keywords Ranking

24.1K

Total Impressions in Last 3 Months

Brand Overview:

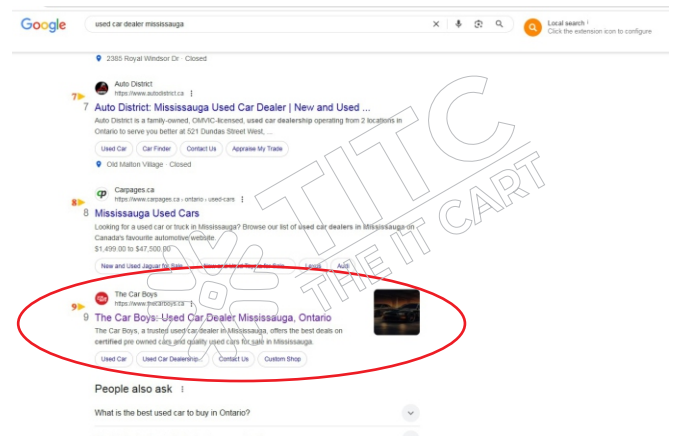
The Car Boys is run by two passionate car lovers who turned their passion into a business. They combine honest service, expert guidance, and personality-driven content to help GTA buyers find their ideal ride.

Our Objective and Goals

- Increase organic traffic, impressions and ranking keywords
- Drive more calls and showroom visits through GBP optimization
- Redesign website to enhance user experience and conversion paths
- Produce high-impact video and photo assets for social media growth and brand authority

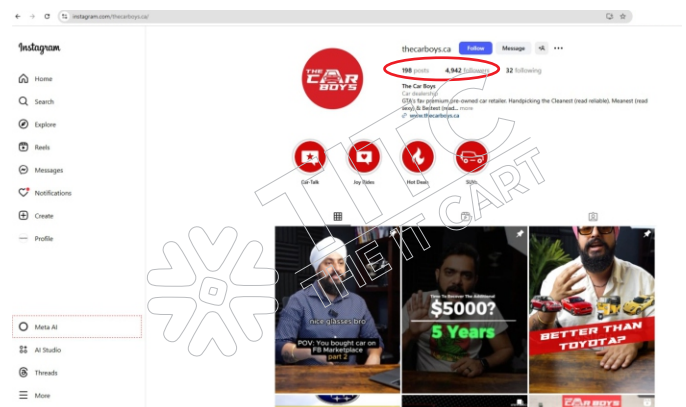
Google Search Console Insights (Last 90 Days)

- **Total Clicks:** 2.12K
- **Total Impressions:** 24.1K
- **Average CTR:** 8.8%
- **Average Position:** 34.6 based on all performing keywords



Instagram and Other Social Media Growth & Engagement

- **Grew to 4,942 followers** through consistent short-form video content
- **Reels strategy** focusing on buying tips, scams to avoid, and car comparisons led to rapid audience growth and engagement.
- **Branded highlight icons** (Car Talk, Joy Rides, Hot Deals) enhanced content navigation and profile branding.



Boosted Sell The Car: +2.7K Traffic from SEO & Paid Social in 90 Days

We noticed a significant uplift of 2,700+ sessions in just three months, our integrated SEO and Paid Social strategy transformed Sell The Car's digital performance building awareness, fueling enquiries, and reinforcing market authority.

[See the solution](#)

SellTheCar

1.6K

Total Visitors in Last 3 Months

12.6K

Impressions in Last 3 Months

61

Clicks in Last 3 Months

Brand Overview:

Sell The Car is Australia's trusted online platform that connects sellers with buyers, offering instant valuations, comprehensive vehicle inspections, and guaranteed offers. Positioned for convenience and transparency, Sell The Car revolutionizes the car-selling process.

Our Objective and Goals

SEO:

- Increase organic traffic and sessions
- Improve average keyword rankings

Paid Social:

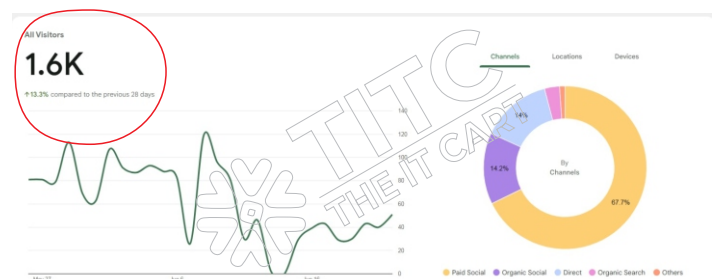
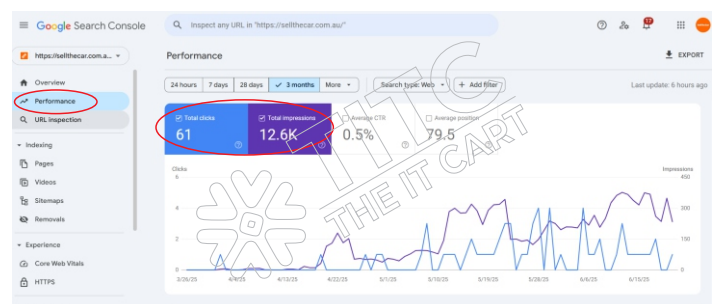
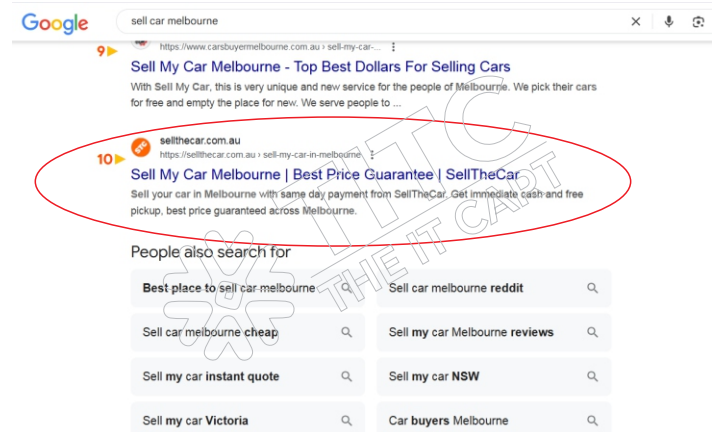
- Amplify ad visibility to boost CTR and brand recall.

Google Search Console Insights (Last 90 Days)

- **Total Clicks:** 61 → +180%
- **Total Impressions:** 12.6K → +100%
- **CTR Optimization:** Increased from ~0.25% to ~0.48%.

Google Analytics Insights (Last 90 Days)

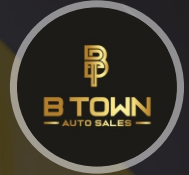
- **Organic Sessions:** 1.6K → consistent upward trend (double from baseline).
- **Paid Social Sessions:** 1.1K → exceeding initial target of 1.0K.
- **CPA:** Reduced by 30% (exact baseline data redacted).
- **Conversion Rate:** Paid Social improved to ~4.2% (from 2.5%).
- **User Engagement:** Organic users spent 2m+ per session, pages/session ~3.2.



Increased Organic Traffic by 34% and Returning Users by 47% in 90 Days

We've experienced significant growth in website traffic and substantial improvements in competitive keyword rankings in the last 3 months for both our company-owned store in Mississauga and our franchise location in Kitchener.

[See the solution](#)



34.42%

Increased Organic Traffic 4,363

1Pg. → 1 Rank

Increased Keywords Ranking

46.72%

Increased 1,326 Organic Sessions

Brand Overview:

B Town Auto Sales is a premier used-car dealership in Mississauga (company-owned store), Kitchener (franchise), Ontario, offering inspected, high-quality pre-owned vehicles from daily drivers to luxury makes backed by transparent pricing, financing support, and exceptional customer service.

Our Objective and Goals

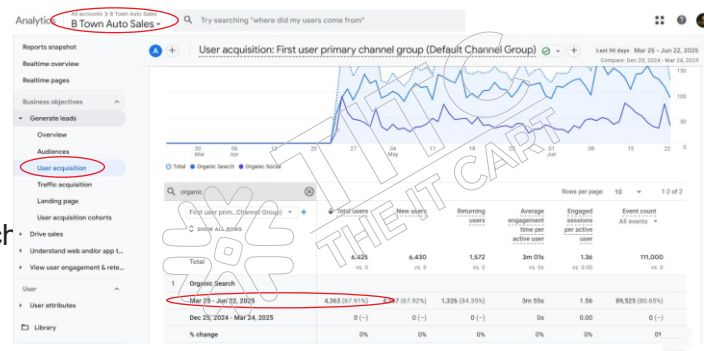
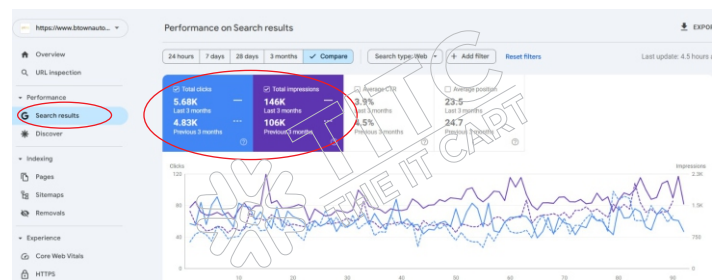
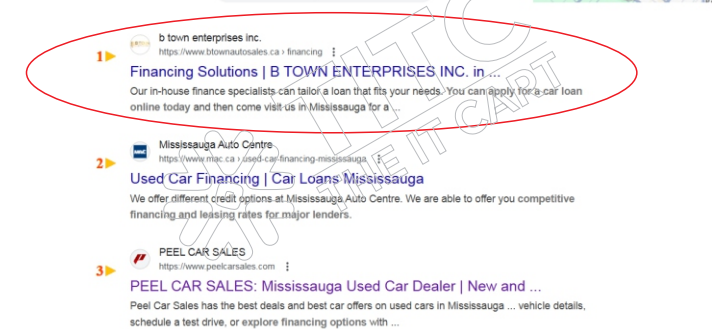
- Increase organic traffic and sessions
- Elevate returning user rate and session recency via engaging site experiences
- Improve local search visibility and GSC performance
- Strengthen brand recognition

Google Search Console Insights (Last 90 Days)

- **Total Clicks:** Grew from 4.83K to 5.68K
- **Total Impressions:** Increased from 106K to 146K
- **Average Position:** Improved slightly from 24.7 to 23.5
- **CTR Optimization:** Improvement in meta tag optimization or user targeting

Google Analytics Insights (Last 90 Days)

- **Organic Users Growth:** 4,363 total organic users
- **Organic New Users:** 4,367 new users from organic search
- **Organic Search Sessions:** 1,326
- **Returning Visitors:** 84.35%
- **Engaged Sessions:** 3 minutes 55 seconds minimum



Mattress To Door's SEO Strategy That Boosted Organic Users by 26.66%

We've experienced a significant uplift in organic visibility and user acquisition across our Brampton, London, and Scarborough locations. With top rankings for location-based mattress keywords such as "beautyrest mattress Brampton" and "serta mattresses London Ontario", our strategic SEO efforts have helped Mattress To Door dominate local SERPs. Content-driven landing pages and map pack optimization have played a crucial role in attracting and converting location-intent shoppers.

[Shop All Mattresses](#)

[Shop All Products](#)

[See the solution](#)



26.42%

Increase in Organic Traffic

25→1 Pg.

Increased Keywords Ranking

2.34K

Clicks in Last 3 Months

Brand Overview:

Mattress To Door is a fast-growing Ontario-based mattress retailer offering a wide selection of top mattress brands—Serta, Beautyrest, Sealy, and more—across locations in Mississauga, Brampton, London, and Scarborough. Known for affordable pricing, same-day delivery, and top-rated service, they make premium sleep accessible to everyone, right at your doorstep.

Our Objective and Goals

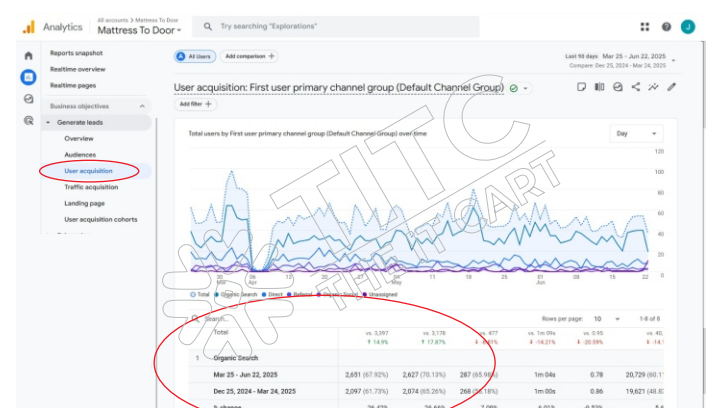
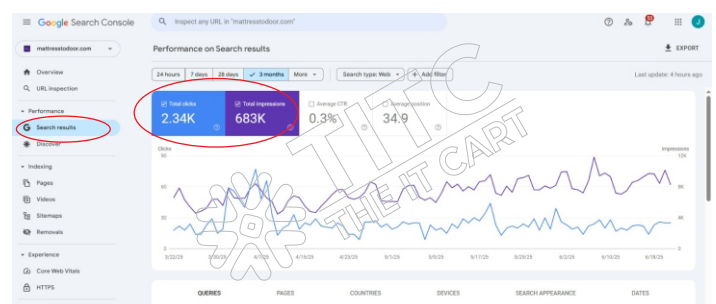
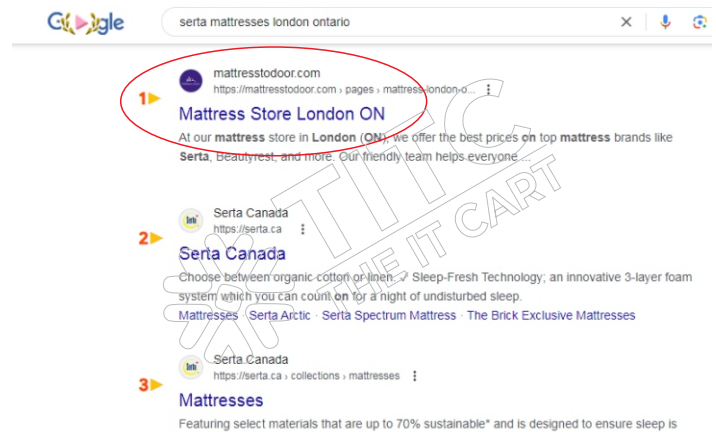
- Drive more qualified organic traffic across Mississauga, Brampton, London, and Scarborough
- Improve rankings for commercial mattress-related search terms
- Capture top positions for local product-intent queries (e.g., "Serta mattress Brampton")
- Enhance Google Business Profile engagement and map pack visibility
- Increase page engagement and lower bounce rate with relevant content

Google Search Console Insights (Last 90 Days)

- **Total Clicks:** 2.34K
- **Total Impressions:** 683K
- **Average Position:** 34.9
- **CTR Optimization:** Indicates visibility is high but CTR optimization is the next priority

Google Analytics Insights (Last 90 Days)

- **Organic Users Growth:** 2,651 users (+26.42%)
- **Organic New Users:** 2,627 users (+26.66%)
- **Organic Event Count:** 20,729
- **Returning Visitors:** 287 users (+7.09%)





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MARKETING

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