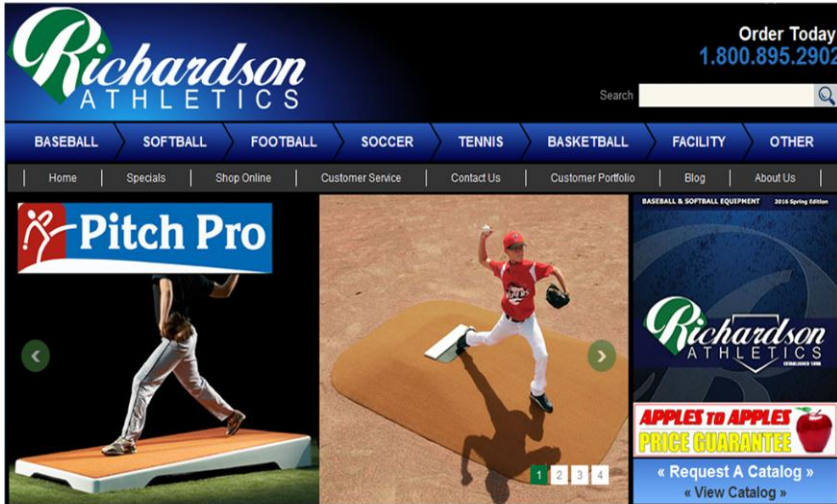


Digital Marketing Case Study

Project Started on Nov 2013



Traffic Sources	Nov 2013	Nov 2016	%
Overall Traffic	965	3,951	309.43
Referral Traffic	44	878	1895.45
Organic Traffic	518	2,132	311.58
Social Traffic	0	495	100

Keyword	Rank in Nov - 13	Rank in Nov -16
baseball benches	N/A	4
proper pitch mounds	N/A	1
Tanner Tee	44	7
baseball windscreen	N/A	1
home plate mats	N/A	4
infield tarps	N/A	9
baseball screens	N/A	4

About the Client

Richardson Athletics
(www.richardsonathletics.com)

Richardson Athletics is devoted to providing the best quality Athletic Field Equipment to the top Professional, Collegiate, High School, Club, Youth and Recreational programs & facilities. They provide indoor and outdoor Baseball and Softball Facilities, including Batting Cage Nets, Batting Cage Turf, Turf Mats, Tarps, Softball Pitching Mats, Protective Screens, Windscreens, Baseball & Softball Padding & more!

About the Consultant

WTI (WebTech Interactive)

WTI is a privately held firm headquartered in Los Angeles, CA with operating subsidiaries located across the United States, Europe and Asia. We provide a wide range of Paid & Organic Search consulting for projects of varying scope, budget, schedule and complexity. Its experience includes projects from various online sectors, including education, commerce, legal, technology, gaming, financial, legal, sports and leisure.