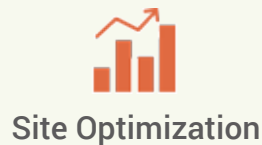




# Croke Consulting

Croke Consulting was hired in September of 2017 to grow traffic and leads for BarMD's California Bar Prep Course. The following services were used to grow the website.



In three months we achieved the following results:

- 8x** **Increase in organic search traffic** – BarMD used to receive 30 sessions a month from search engines, after implementing new SEO changes it jumped to 252 visits.
- 5x** **Increase in unique users** – By utilizing Google Adwords and targeted Facebook + Instagram campaigns we were able to drive five times more traffic specifically targeted at students who were in law school or studying for the bar.
- 178%** **Increase in time on site** – Traffic engaged on BarMD.com was specifically interested in their offerings based on the increased engagement they saw with visitors who spent twice over twice as much time on the site.
- 20%** **Less bounce rate** – By optimizing the site's content and landing pages, we were able to reduce the bounce rate by 20% which means customers stayed and engaged with the site beyond just visiting one page.
- 6x** **Increase in monthly leads** - By implementing a new course syllabus download offer we were able to increase requests for information by 600% in one month.



“Brandon works quickly and really knows his stuff when it comes to digital marketing. We’ve already seen immense growth in website traffic and customer inquiries. We’re truly thrilled.

- David Greco, CEO of Bar-MD Bar Prep