

Statistics Date Range: (June 2018 vs June 2019)

THE CHALLENGE

With an ever-expanding team up and down the East Coast, Viking's main goals were to lower bounce rates and increase conversions online through forms, calls and chats. When measuring leads, Viking needed to be able to track and report data on both a weekly and monthly basis.

OUR SOLUTION

Using a comprehensive strategy of SEO, marketing, and social engagement, Shoreline completely overhauled Viking's online organic presence. With a 175% increase in CTR and 15% boost in clicks, Viking's multifaceted range of products and services has led to their goal value increasing by 227% and calls by 325%.

↑ 224.31%

TOTAL CONVERSIONS



↑ 227.28%

INCREASED GOALS



↑ 175.63%

CTR TO LANDING PAGES

