



CASE STUDY

How a Local Union Grew After Joining My Website Launch Program

Key highlights

- AEA took control of their online reputation, signed **100 new members**, and **rose to the top** of Google Search results.
- ⚡ AEA felt stuck with their old website, and a new website could provide **an opportunity to reach their people where they are**.

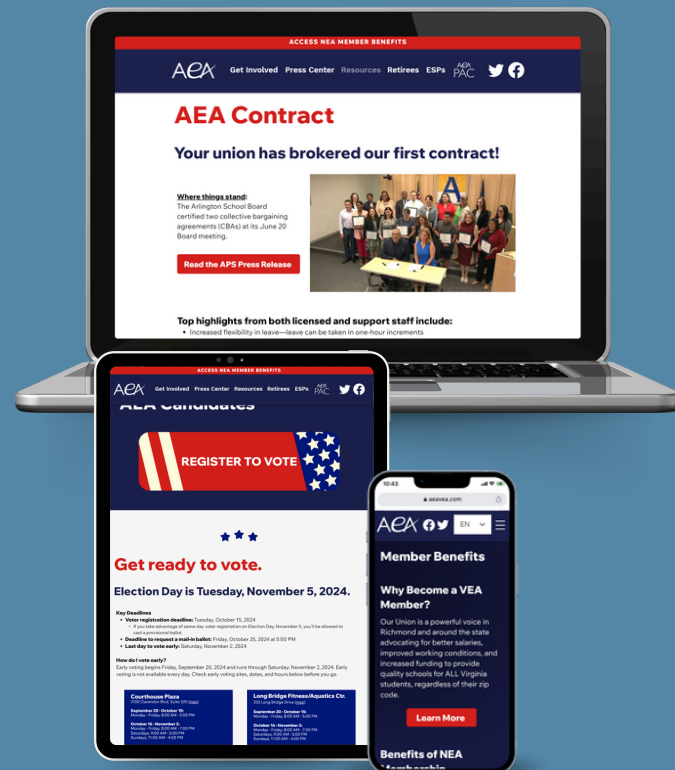
AEA's Situation

For years, the Arlington Education Association struggled against headwinds facing public schools.

Stagnant pay, the pandemic, and school board wars led to **an exodus from the profession**.

Despite this, AEA achieved a historic win in 2020: collective bargaining rights. Still, the union faced **challenges in growing membership and revenue**.

In particular, **their website was woefully in need of a makeover**.



The Opportunity in a New Website

June Prakash had a problem. As the President of the Arlington Education Association, she kept hearing from her members that the union website was dated and rendered poorly on mobile devices.

Why AEA Chose To Work With Me

June knew a change was needed. She knew I had proven success helping organizations like hers grow and nurture membership online.

How AEA Used Their New Website

With my service, June built a website that accelerated her goals.

Now, members can find events, benefits, and apply for membership online.

With search optimization, I ensured that wherever members' journey began, it ended at aeavea.org.

The Results of AEA's Investment

Enhanced reputation

By investing in my program, AEA has taken control of their narrative.

The new website has been a **resource for local news media**, and has been **linked in news stories** about the union, **driving traffic**.

Click-through rate

A click-through rate of >3% is considered **highly effective SEO**. AEA averages a click-through rate of **6.1%** in Google Search.

For AEA's top 10 search terms, it's **16.6%**. And for the top 5? **29.04%**.

Problems solved

AEA has **served over 30 union members' inquiries** through their new website.

AEA has turned cold leads into warm leads, and warm leads into revenue.

Google Search position

AEA is in the **top 3 Google results** for 5 search terms, and the **top 5 Google results** for 11 search terms.

Why it matters: Across Google Search, the top 3 results average a click-through rate of 22.9%. The top 5 manage 16.2%. But for 6-10? The average is just 2.6%. **That's how important it is to be "above the fold."**

User experience

Tell me if this sounds familiar: AEA received complaints that the old website was confusing and rendered poorly on mobile.

With AEA's new website, **the complaints stopped and the plaudits began**.

Business growth

AEA has added >100 members, driven by their collective bargaining agreement and new website.

With clear, intuitive information on member benefits, prospects sell themselves on membership before even talking to AEA.

The Results of AEA's Investment (cont'd)

Oh yes, there's two pages.

Angelo took a dated website, and reimagined it.

- AEA union leadership



Members love having so many resources at their fingertips.



- AEA union leadership

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