

FluenceMarketingGroup.com



Your Partner In
Long Term-Growth

Be Cool. Be Fluence



Build your brand that reflects your
business and earns trust!



We didn't start Fluence because the world needed another marketing agency.

Too many businesses were getting marketing that looked good from the outside, but underneath it was scattered, reactive, and not built to drive results.

We built Fluence to change that.

The case studies ahead show what can happen when the right pieces finally start working **TOGETHER.**

ABOUT FLUENCE



Fluence Marketing Group is a performance-focused digital marketing agency that serves as an ongoing marketing partner to growth-focused businesses.

We align strategy, execution, and optimization across paid ads, SEO, and conversion-focused web experiences to turn marketing into a reliable source of qualified leads and revenue growth.

Our Core Services



Paid Advertising
(Google, Meta, YouTube, LinkedIn)



AI-Enhanced Marketing
Insights & Intent Targeting



Pay-Per-Qualified-Lead
(PPQL) Campaigns



Email Nurture & Lead
Follow-Up Systems



Search Engine Optimization
(Local & National SEO)



Creative Production
(Ad Copy, Design, Messaging)



Conversion-Focused Website
Design & Development

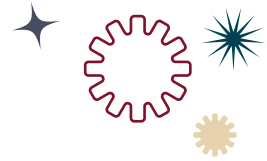
Performance by the Numbers

200+ active clients across multiple industries

Over **\$500,000** in managed ad spend across campaigns

50,000 qualified leads generated for clients

FLUENCE SEO

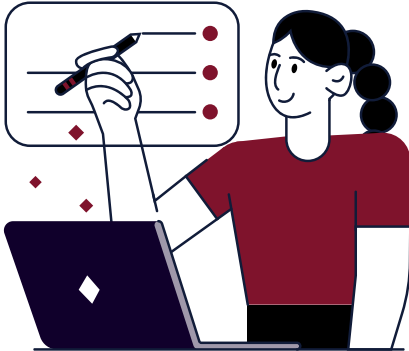


Be the Business People Find First

When customers search, we make sure your business is the one they see - and choose.

We tailor SEO strategies to your business' needs and execute to increase visibility, qualified traffic, and real opportunities, not just rankings.

What's Included



Keyword Strategy

Find high-value searches and align them with your services or brand

Technical SEO

Fix site structure, speed, and crawlability so your site can rank

Content Creation

Landing pages and blogs built to attract and convert

Local + AI Optimization

Show up in maps, "near me" searches, and AI-driven results

Backlink Strategy

Build authority and trust with relevant backlinks

Fluence Pulse Integration

See who's visiting your site and turn traffic into real leads

How It Works



1 Fix the Foundation

Clean up technical issues that prevent your site from ranking higher (or at all)

2 Capture Demand

Target the right keywords with optimized content

3 Build Authority

Strengthen rankings with backlinks and optimization

4 Convert Traffic

Turn visitors from search into leads with Fluence Pulse

PLAN FEATURES

SEO-optimized content pieces (blogs, service, or landing pages)

Targeted keywords

Comprehensive technical audit

Pulse integration

Monthly performance reporting

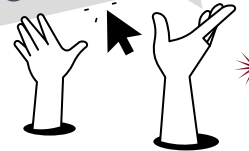
Backlink strategy & implementation

Local SEO optimization

AI SEO / GEO optimization

	Pro	Elite	Ultimate	Enterprise
SEO-optimized content pieces (blogs, service, or landing pages)	1 - 2	1 - 3	1 - 8	*
Targeted keywords	5 - 12	5 - 20	5 - 30	*
Comprehensive technical audit	✓	✓	✓	✓
Pulse integration	✓	✓	✓	✓
Monthly performance reporting	✓	✓	✓	✓
Backlink strategy & implementation	✓	✓	✓	✓
Local SEO optimization	✗	✓	✓	✓
AI SEO / GEO optimization	✗	✗	✓	✓

What You Can Expect

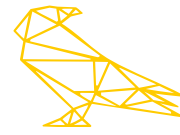


More quality traffic

Better visibility in search + AI platforms

Stronger presence in your market

Fluence SEO Case Study



RAVEN
Solar Services

Overview

Service: SEO (Local + Full Stack + AI SEO)

Timeline: 90 Days

Goal: Increase search visibility, keyword rankings, and overall organic presence during and after a website rebuild

The Strategy

The campaign began with a Local SEO strategy while the new website was under development. During this phase, we optimized the Google Business Profile, published weekly posts, and ensured consistent business citations to strengthen local authority.

After the new website launched, we transitioned to a Full Stack SEO strategy. This included Technical SEO improvements, ongoing content creation, continued Local SEO efforts, and securing high-authority backlinks to improve domain authority and search visibility.

As performance grew, we expanded the strategy to include AI SEO after identifying visibility in AI-generated search results, allowing us to strengthen presence across both traditional and emerging search platforms.

Key Actions

- Improved the Google Business Profile to increase local visibility
- Created ongoing content to help the site rank for relevant searches
- Fixed and aligned business information across directories
- Made technical improvements to the website after launch
- Built backlinks to strengthen the site's authority
- Expanded into AI search to increase visibility beyond traditional results

RESULTS

(First 30 Days -> First 90 Days)

Total Impressions: 237 → 5,610

Ranking Keywords: 26 → 209

Keyword Growth: 900% increase

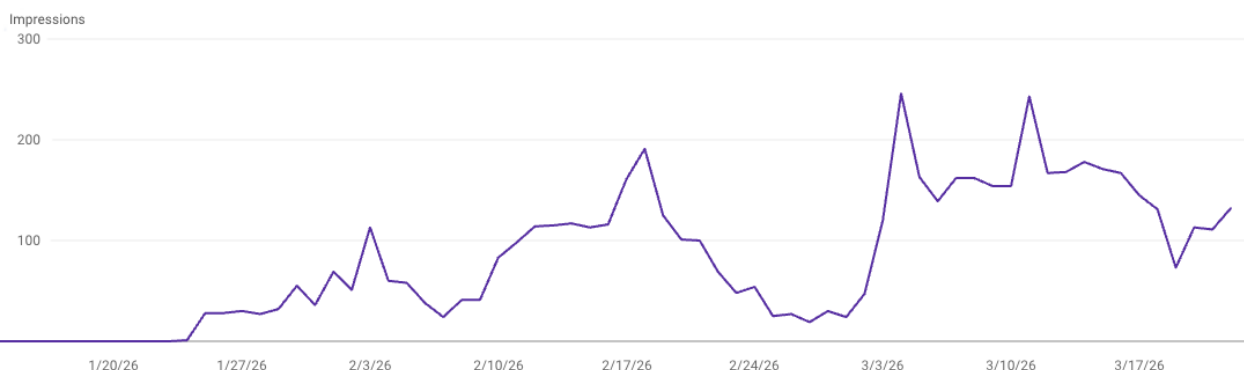
Impression Growth: 2,486% increase

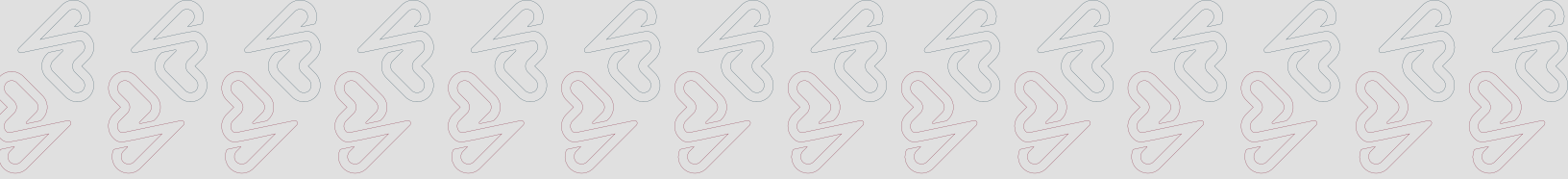
Key Takeaways

- Starting with Local SEO during a rebuild helps maintain and build momentum
- Full Stack SEO drives compounding growth across visibility, authority, and rankings
- Expanding into AI search creates additional opportunities beyond traditional SEO

Top Keywords

- solar maintenance near me
- solar panel repair near me
- solar panel maintenance services
- solar install companies near me





THANKS YOU

Thank you for taking the time to look through our work.
We're proud of our results, and we know what's possible
when businesses have the right strategy and the right marketing
partner behind them.

If that sounds like the kind of partner you've been looking for,
let's connect.



