

Alicia Wilcox

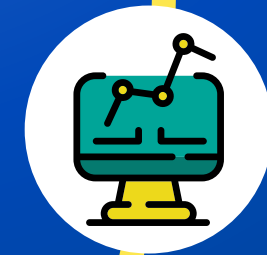
Metrics + Educated Decisions + O4S Talent = **Results**



Competitive industry for website copywriters getting around 800 clicks per month on google search even while competing with fiverr, upwork, etc.



Drove down cpc to under a \$1.30



Great ctr for google search ads 12.6% click thru rate



Service: Paid Media

About the Business

Alicia Wilcox is a top tier content writer who has knack for bring her clients ideas to life



Issues

She had just started her business and did not know how to get clients.



<https://optimize4success.com>

Solutions



Full build out of
google ads account



Multiple iterations
and testing of
the campaigns



Worked with her on
revamp of website
for conversions