



# RED ROCKET WEB SPECIALISTS

CASE STUDY

**APPLIED INNOVATIVE TECHNOLOGIES WEBSITE**

## WHAT IF YOU COULD INCREASE CONVERSIONS BY 600%?

*THAT'S EXACTLY WHAT WE ACHIEVED FOR APPLIEDINNOTECH.COM*

The brilliant minds of Steve Vectorino and Todd Brown are responsible for the ever-increasing product line of flashlights from Applied Innovative Technologies. Steve's literally a rocket scientist. The guy is sharp. He invented the original no-battery shake flashlight that you've seen on the shelves at places like Ace Hardware, R.E. I., Target and Walmart. Over the years they've had great success with wholesale distributors but they've struggled to gain any market share in the B2C marketplace selling directly to the consumer via the web. After hearing about Red Rocket, they gave us a call. Maybe they liked the rocket name.

Regardless, we went to work on their site, initially making recommendations to target a wider variety of keyword phrases in the site's content. After improving their search rankings significantly, we moved on to redesign the look of the site in order to improve their conversion rates because all the traffic in the world is worthless if the site can't convince anyone to buy.



# CASE STUDY: APPLIEDINNOTECH.COM

CASE STUDY:

## APPLIED INNOVATIVE TECHNOLOGIES

### PROBLEM:

- Low Traffic
- Low Conversion Rate

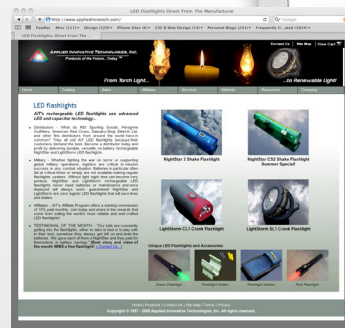
### SOLUTION:

REDESIGN SITE TO:

- Improve the appearance of the site
- Increase time spent on site
- Increase conversion rate
- Increase units sold per customer

OPTIMIZE SITE TO:

- Increase Google rankings
- Increase traffic
- Increase reach into new markets



Before



After redesign by Red Rocket

Positive results.

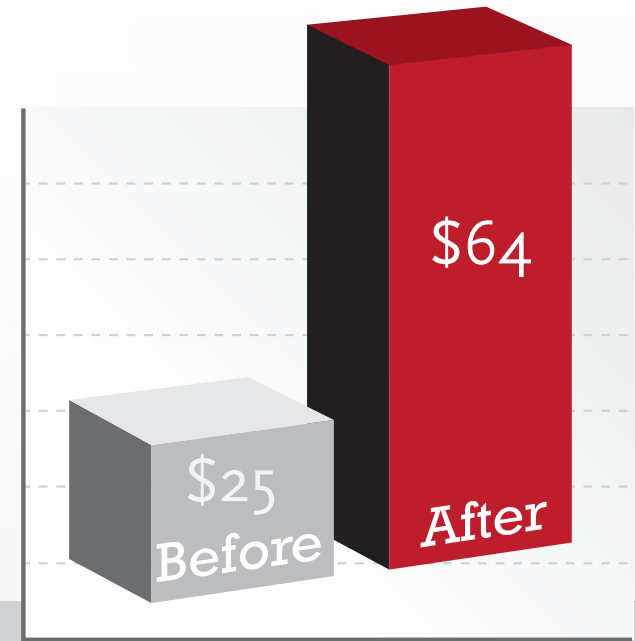


# RESULTS

*"You've been the best marketing firm I've worked with in 13 years. I'm not BS'ing you. The truth is the other agencies just aren't as good."*

**TODD BROWN**

APPLIED INNOVATIVE TECHNOLOGIES



AVERAGE ORDER

CONVERSION RATES  
INCREASED

600%

SEARCH ENGINE  
TRAFFIC INCREASED

71%

SALES INCREASED

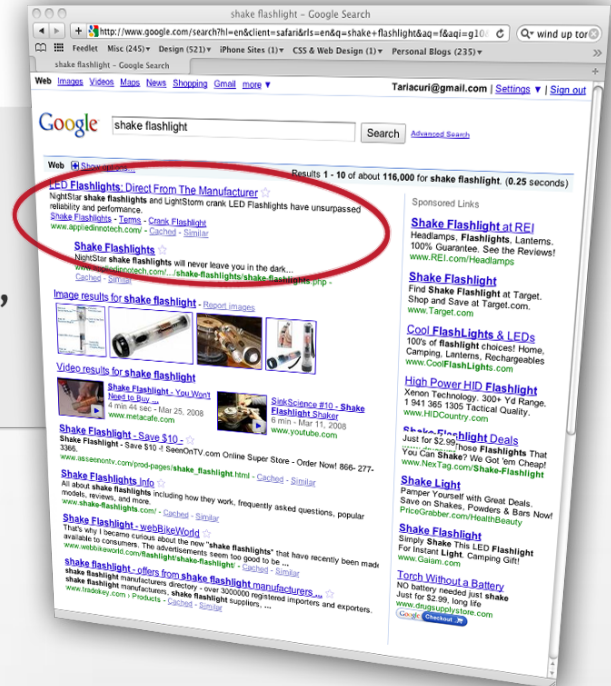
115%

Positive results.



SEO RESULTS

#1 in Google search  
for “Shake Flashlight”



Each month 74,000 people search for  
“Shake Flashlight” on Google.

116,000 results come up.

Applied Innovative Technologies is #1

## CASE STUDY: APPLIEDINNOTECH.COM

RESULT SUMMARY AFTER 30 DAYS

### INCREASE IN SEARCH ENGINE RANKINGS

Keyword	Google Rank	# of Searches	Competition
wind-up torch	1	720	618,000
flashlights no batteries	1	720	1,111,000
no battery flashlights	1	2900	2,680,000
flashlight no batteries	1	8100	770,000
no battery flashlight	1	18,100	1,980,000
shake flashlight	1	74,000	116,000
wind up torch	1	5,400	393,000
nightstar flashlight	2	12,100	160,000
wind up torch	2	18,100	581,000
green flashlight	2	590	3,250,000
no battery shake flashlight	3	4,400	31,000
windup torch	3	1300	2,900,000



*“The results you’ve gotten are extraordinary. I’m not just seeing that we’re ranked #1 on Google for one or two phrases. We’re on the first page for dozens of keywords. And our sales have shot up in the past 2 weeks since you’ve been working with us! It’s crazy, we’re not just getting sales from within the U.S., we’re actually seeing orders from places like Spain and even Saudi Arabia.”*

**STEVE VETORINO**  
**APPLIED INNOVATIVE TECHNOLOGIES**

Positive results.





### CAN YOU EXPECT THESE KIND OF RESULTS?

These days, the FTC is clamping down on the use of testimonials and case studies, so to please the feds, we have to tell you that the results in our case studies are not typical. It's true. They're not. You won't find results like these if you look elsewhere. However, we have built our reputation by consistently delivering impressive results to our clients.

If you are ready to start getting positive results from your website, I would like to talk to you. As President of Red Rocket Web Specialists I am confident that my team can have a huge impact on your website as well as the success of your business. Please give me a call today at 970-674-0079 or visit our website at [www.thinkredrocket.com](http://www.thinkredrocket.com).

A handwritten signature in black ink, appearing to read 'Cb', with a long horizontal stroke extending to the right.

Chadd Bryant, *PRESIDENT*

**RED ROCKET WEB SPECIALISTS**

318 Elm Street, Windsor CO 80550 1-970-674-0079 [www.thinkredrocket.com](http://www.thinkredrocket.com)