

THE WORK. THE NUMBERS. THEIR WORDS.

Real businesses. Work worth a closer look.

A collection of client stories, measured results and first-hand experiences from Timpson Marketing.

14

Client stories

08

Attributed voices

66

Shareable proof blocks

START WITH THE STORY THAT FITS

Farm-direct ecommerce · Drafting · Basketball training
Pavement services · Storage · Local calls · AI visibility

Every result has a timeframe and a defined scope. Traffic is not revenue; an implementation test is not a customer lead. These selected examples are not typical-result claims.

Diamond R Cattle

+101.6%

Shopify total sales in matched 28-day periods

July 23-August 19 versus August 20-September 16, 2026. Shopify, USD, all sales channels. Consecutive completed 28-day periods; not a year-over-year, profit or SEO-only result.

MAKE THE RANCH'S OFFER EASIER TO BUY

Diamond R's engagement combined store, search-content and customer-follow-up work. Documented August releases improved product and beef-share pages, catalog structure, recipe links and product-image delivery.

MORE THAN TWICE THE ORDERS

Shopify orders increased from 34 to 74 (+117.6%). Total sales rose from \$11,476.34 to \$23,132.38 (+101.6%); net sales rose from \$10,974.00 to \$21,588.03 (+96.7%).

July 23-August 19 versus August 20-September 16, 2026, USD, all Shopify sales channels. Total includes shipping; taxes were zero. A recent-period commerce result, not year-over-year growth, profit or proof of a single tactic's effect.

READ THE FULL STORY & SOURCES

<https://timpsonmarketing.com/case-studies/diamond-r-cattle>

Apex Drafting

+66.2%

organic search sessions

July 23-August 19 versus August 20-September 16, 2026. GA4, Organic Search, All Users. Visits, not booked projects; small starting base.

USEFUL ANSWERS, CONNECTED TO SERVICES

Timpson published five practical drafting resources, upgraded four service-area pages and added 25 links from existing pages. The August 27 release also improved image delivery, fonts and analytics loading.

WHAT GA4 RECORDED

Organic sessions rose from 68 to 113, while engaged organic sessions increased from 33 to 64. The 45 additional visits represent a 66.2% increase from a small base. Key-event tracking changed, so the case makes no lead-growth claim.

The historical August 27 mobile Lighthouse report recorded Performance 75 to 100 and LCP 4.9 to 1.55 seconds. This is a lab test, not current field-speed proof.

READ THE FULL STORY & SOURCES

<https://timpsonmarketing.com/case-studies/apex-drafting>

Swysh Den Basketball

+17.1%

organic search sessions

July 23-August 19 versus August 20-September 16, 2026. GA4, Organic Search, All Users. Visits, not memberships or unique leads.

A CLEARER ROUTE TO THE RIGHT PROGRAM

Timpson rebuilt the site around training, memberships, camps and other basketball programs. New Scottsdale content, a contact page, a birthday inquiry form and revised booking paths made the offer easier to navigate.

WHAT GA4 RECORDED

Organic sessions increased from 1,118 to 1,309, a gain of 191 visits. Engaged organic sessions rose from 670 to 748. Engagement rate declined from 59.93% to 57.14%. Paid-social visits are excluded.

New tracking created a better measurement foundation. Newly recorded events are not proof of new members, unique leads or conversion growth from zero.

READ THE FULL STORY & SOURCES

<https://timpsonmarketing.com/case-studies/swysh-den-basketball>

Acute Heating & Cooling

“he has delivered.”

Octavia Edwards · April 2021

Historical, qualitative testimonial submitted April 5, 2021. No numerical ranking, revenue or ROI result is claimed.

THE CLIENT'S ACCOUNT

After an initial consultation, Joseph provided a plan for improving Acute Heating & Cooling's organic visibility. In her April 2021 testimonial, Octavia Edwards described better rankings, a performing Google My Business presence and a positive working relationship.

WHAT STOOD OUT

Octavia emphasized follow-through and Joseph's determination to exceed expectations. She supplied her testimonial specifically for use on the Timpson Marketing website.

“Joseph has been a pleasure to work with from day one and most importantly he has delivered.”
Octavia Edwards, Acute Heating & Cooling. April 5, 2021.

READ THE FULL STORY & SOURCES

<https://timpsonmarketing.com/case-studies/acute-heating-cooling>

God's Movers

Form to inbox

Quote notifications connected and tested

Implementation and labeled test verification, September 1 and 15, 2026. Test inquiries are not customer leads or revenue.

CONNECT THE FORM TO THE WORKING INBOX

God's Movers used GoDaddy Conversations to handle inquiries. Timpson connected the WordPress quote handler to that channel as well as the business inbox, then added notification-attempt records for troubleshooting.

VERIFY THE ROUTE WITH REAL TESTS

On September 1, labeled public-form tests were saved in WordPress and confirmed received by the owner. After later routing adjustments, the dual route was restored on September 15 and a new test was observed in Conversations.

This documents a tested notification connection. Test submissions are not customer leads. Separate business-inbox spam placement still needed work in the source record.

READ THE FULL STORY & SOURCES

<https://timpsonmarketing.com/case-studies/gods-movers>

Local business client

+44.6%

Google Business Profile call actions, year over year

September 2025-January 2026 versus September 2024-January 2025. Google reports call-button clicks, not answered calls or booked jobs. Client name withheld.

FROM BEING FOUND TO BEING CONTACTED

A local business recorded 2,019 Google Business Profile call actions across September 2025-January 2026. January contributed 472, closing a five-month period of substantial contact activity.

THE COMPARISON THAT MATTERS

Google reported 44.6% more call actions than the same five months a year earlier. The increase applies to the full period, not January alone.

The client is anonymous. Call actions are call-button clicks, not confirmed conversations or bookings; the record does not isolate organic activity from Google Ads.

READ THE FULL STORY & SOURCES

<https://timpsonmarketing.com/case-studies/google-profile-call-growth>

HVAC client

1,545

estimated monthly organic visits

Historical Semrush snapshot; chart includes January 2025. Traffic and keyword counts are estimates. Exact capture date and engagement baseline are unavailable. Client name withheld.

A WEBSITE WITH A LARGER SEARCH PRESENCE

The historical HVAC report shows organic visibility developing from a small base into an estimated 1,545 monthly visits. Approximately 1,400 ranking keywords accompany that endpoint.

MORE ROUTES TO DISCOVERY

For an HVAC business, search visibility can introduce the company while a homeowner researches a repair or replacement. The result documents that discovery channel; it does not convert estimated visits into invented service bookings.

Historical Semrush estimates. Exact capture date and engagement baseline are unavailable. No specific growth timeframe or booking total is claimed.

READ THE FULL STORY & SOURCES

<https://timpsonmarketing.com/case-studies/hvac-organic-search-visibility>

AI search client

456

reported AI citations in March 2026

March 2026 AI visibility report: 456 citations, 132 mentions, 76 cited pages. Provider, monitored platforms and prompt coverage are not visible in the supplied record. Client name withheld.

APPEARING IN THE ANSWER

A client's March 2026 AI visibility record reports 456 citations, 132 mentions and 76 cited pages. The citation trend rises across the displayed December-March period.

A PRESENCE ACROSS MULTIPLE PAGES

The cited-page count shows that the record extends beyond one page. It provides a concrete visibility result to discuss alongside traditional search performance.

The provider and monitored platform coverage are not visible. Citations, mentions and cited pages remain separate measures; none is a customer or revenue count.

READ THE FULL STORY & SOURCES

<https://timpsonmarketing.com/case-studies/ai-search-citations>

Organic search client

5.83x

estimated organic traffic at the later endpoint

May 2024 baseline of 113 versus the 659 endpoint in the chart ending August 2024. Semrush estimated organic traffic; +483.2%. Client name withheld.

A SMALL STARTING POINT, A LARGER CHANNEL

The source report shows 113 estimated organic visits in May 2024 and 659 at the later endpoint in the chart ending August 2024. That is 546 additional estimated monthly visits.

THE CHANGE AT ITS ACTUAL SCALE

The later figure is 5.83 times the baseline, equivalent to a 483.2% increase. Both counts and the visible timeline are included so the percentage has context.

Semrush traffic estimates, not first-party visit or customer counts. Client name withheld; detailed implementation history is not supplied.

READ THE FULL STORY & SOURCES

<https://timpsonmarketing.com/case-studies/organic-search-113-to-659>

Pro Line PLM

+165.8%

organic search sessions, year over year

June 19-September 16, 2025 versus June 19-September 16, 2026. GA4, Organic Search, All Users. Sessions are visits, not unique prospects or booked jobs.

COMPARE THE SAME SEASON

Pro Line PLM's parking lot maintenance business needs a comparison that accounts for seasonal timing. We compared the same June 19-September 16 window in both years, keeping paid traffic, video and Direct outside the Organic Search result.

A LARGER, ENGAGED SEARCH AUDIENCE

Organic sessions increased from 736 to 1,956: 1,220 additional visits and 165.8% growth. Engaged organic sessions increased from 384 to 1,049 (+173.2%), while engagement rate rose from 52.17% to 53.63%.

These are measured website visits. No key events were recorded in either period, so this case does not claim growth in quotes, customers or revenue.

READ THE FULL STORY & SOURCES

<https://timpsonmarketing.com/case-studies/pro-line-plm>

The Pavement Group

+114.6%

all-channel website sessions, year over year

June 19-September 16, 2025 versus June 19-September 16, 2026. GA4, All Users, all channels including paid. Organic Search sessions declined 26.9%; this is a broader marketing result.

MEASURE THE BROADER PROGRAM

The Pavement Group's marketing brings together advertising, brand work, search and technical improvements. Timpson Marketing contributes SEO and technical work alongside other partners. This comparison covers all website channels, including paid.

TRAFFIC AND ENGAGEMENT EXPANDED

Sessions increased from 9,932 to 21,314 (+114.6%). Engaged sessions rose from 3,264 to 10,276 (+214.8%), while engagement rate increased from 32.86% to 48.21%. Paid channels contributed heavily to the overall increase.

Organic Search sessions declined from 2,835 to 2,071 (-26.9%). This broader marketing result is not an SEO-only win or a claim about lead volume, revenue or advertising efficiency.

READ THE FULL STORY & SOURCES

<https://timpsonmarketing.com/case-studies/the-pavement-group>

Sentinel Storage

4 to 30

organic search sessions across consecutive 28-day periods

July 23-August 19 versus August 20-September 16, 2026. GA4, Organic Search, All Users. Small starting baseline; tracking was repaired July 10. Sessions are website visits, not leads or rentals. This is a recent-period comparison, not year-over-year growth.

BUILD THE SEARCH FOUNDATION

Timpson Marketing rebuilt Sentinel Storage's service and pricing information, improved key pages, and repaired its analytics installation on July 10, 2026.

EARLY ORGANIC TRACTION

Organic Search sessions increased from 4 to 30 across consecutive completed 28-day periods. Engaged organic sessions rose from 3 to 25, with engagement rate increasing from 75% to 83.33%.

This is a small-baseline launch-period result, not a year-over-year comparison. The report recorded no key events and does not establish leads or rentals.

READ THE FULL STORY & SOURCES

<https://timpsonmarketing.com/case-studies/sentinel-storage>

Circle 7 Meats

+66.9%

organic search sessions in matched 28-day periods

July 23-August 19 versus August 20-September 16, 2026. GA4, Organic Search, All Users. A recent-period comparison, not year-over-year growth. Sessions are visits, not orders or unique customers.

BUILD USEFUL PATHS INTO THE BRAND

Timpson Marketing built a connected ranch-direct website with product information, buying and cooking resources, structured data and measurement.

SEARCH VISITS AND ENGAGEMENT INCREASED

Organic Search sessions rose from 130 to 217 (+66.9%). Engaged organic sessions increased from 68 to 118 (+73.5%), with engagement rate rising from 52.31% to 54.38%.

July 23-August 19 versus August 20-September 16, 2026. Recent-period GA4 visits, not year-over-year growth, orders or customers; key events and revenue were zero in both windows.

READ THE FULL STORY & SOURCES

<https://timpsonmarketing.com/case-studies/circle-7-meats>

Pure Grass Farm

+58.0%

Shopify total sales across all sales channels

July 23-August 19 versus August 20-September 16, 2026. Shopify, USD, all sales channels. Client commerce progress during the relationship; not a causal result of the September 16-17 website releases.

MEASURE THE FARM'S COMMERCE

Pure Grass Farm's engagement includes a local marketing plan and clearer presentation of its products and buying options. This comparison uses Shopify transaction records across all sales channels.

MORE ORDERS AND HIGHER NET SALES

Orders increased from 182 to 262 (+44.0%). Net sales rose from \$6,962.68 to \$11,076.79 (+59.1%), and total sales increased from \$7,132.37 to \$11,272.70 (+58.0%).

July 23-August 19 versus August 20-September 16, 2026, USD. Includes all Shopify sales channels. The September 16-17 website releases are not credited with causing this earlier increase; sales are not profit.

READ THE FULL STORY & SOURCES

<https://timpsonmarketing.com/case-studies/pure-grass-farm>

The relationship behind the work.

“Very easy to get a hold of and ask questions or email very quick response times.”

North Valley Locksmith · January 2026

On communication and responsiveness. Public Google review.

“I’ve never been treated like “just another client” by these two. I feel like they really care.”

Priscilla Wayman · Published by October 14, 2025

On working with Joseph and the website team. Public Google review.

“Very knowledgeable company regarding SEO and website fixes.”

Sherman Robinson · August 26, 2022

On technical knowledge and website support. Public Google review.

“He educated us on our Las Vegas website and exactly what needed to be done to have success.”

Robert Patricia · October 12, 2022

On Joseph’s approach to explaining the work. Public Google review.

Read all eight voices and the original source links:

timpsonmarketing.com/testimonials