



# UPLIFT MEDIA

SIMPLIFY YOUR LEAD GENERATION

@UPLIFT MEDIA LLC. 2023



# THE CURRENT STATE OF LEAD GENERATION.

As markets become crowded with poor-quality competition, customers look for new ways to ensure quality in their purchases.

Customers rely more now on the power of organic results as proof of product value than any other marketing channel.

Consumers Today:

15 %

Of users who find a result Organically become a customer.

9 %

Of users who find a result throuh a referral become a customer.

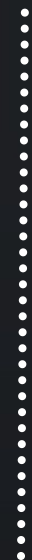
7 %

Of users who find a result through paid ads become a customer.



# CONSUMERS ATTENTION TODAY HAS BECOME INCREASINGLY HARDER TO GAIN

The human attention span has decreased to just 8 seconds in 15 years and continues to decrease as users will decide whether to stay on a page or leave in just 10 seconds.





Our specialty is enabling  
businesses to **increase reach &  
revenue** by working together to  
**increase organic impressions and  
on-site conversions.**



Our clients achieve on average  
an **86% growth** in organic  
Google rankings and a **400%**  
**increase** in Impressions **over a**  
**16-month period**

# OUR SERVICE

We provide specialized SEO services for you. Reducing difficulty and saving your time is our goal.

## Get More Leads

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Increase the number of customers your website generates organically through SEO.



## Get More Sales

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Increase the conversion rate of your existing web funnel and turn lost leads into paying customers.



## Get More Reviews

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Stop having to ask customers to leave a review and set up an automated system that blows up your reviews.



# CLIENT FEEDBACK

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See our customers  
feedback and reviews they  
left of our services.

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“

**In spite of my lack of  
tech savvy, Henry was  
able to do his thing with  
the site and bring it up to  
our current shop status!**

Iris Lanette  
Common Ground Coffee

”

“

**Uplift Media's team is  
great to work with! They  
are quick to respond in a  
timely manner.**

Jen Morill  
Columbus Running Club

”

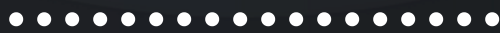
“

**Henry Freeman, and VJ  
Jampa are authentic in  
their desire to help you  
get your message out to  
your target audience.**

Scott Barrix  
RDG Dental

”

# CASE STUDIES







# RENAISSANCE DENTAL



## Challenge

Dr. Scott came to us seeking to optimize and redesign his website, grow his audience, and manage the RDGColumbus Google Listing.



## Solution

We redesigned and optimized his website to engage better with targeted keywords and drive more calls from ideal customers. We also fixed multiple technical issues to increase organic ranking.

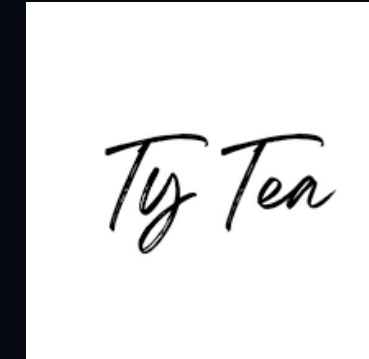


## Results

Within 1 year, Dr. Barrix has seen a **243% year-over-year increase** in organic traffic, **595% increase in organic users**, and a **230% year over year increase in calls** from the website alone.



# TY TEA BOUTIQUE



## Challenge

Increase online exposure and E-commerce sales for their new release during the Spring



## Solution

We conducted a 3 month SEO Fundamentals sprint to improve product audience keyword relevancy and ranking




## Results

Within 3 months we increased total **impressins by 1,162.86%** as well as their organic **Google ranking by 66.87%**, leading to **261 new website visitors** over the 3 month period.



### Upcoming Season



Indiana Pathfinders is the Columbus Running Club's youth cross country program.

The program will run for 8 weeks beginning October 12th, 2020. The Pathfinders season centers around the USATF Indiana Hoosier Grand Prix Cross Country series which includes the 2019 USATF Indiana State Cross Country Championships on November 7th.

Qualifying athletes have the opportunity to progress to the USATF Junior Olympics Region 7 meet on November 22nd, and the USATF Junior Olympics National Meet on December 12th.

[Join our Facebook group to find the latest](#)



### ALL AGES AND PACES ARE WELCOME

**Spring + Summer Meeting Location**  
**We are meeting here now.**  
 Irwin Plaza - Downtown Columbus  
 5th Street (Across From White River Running Company)  
 Saturdays 7:00AM

**Fall + Winter Meeting Location**  
**Due to Covid winter meets will be held outside.**  
 Irwin Plaza - Downtown Columbus  
 5th Street (Across From White River Running Company)  
 Columbus, IN  
 Saturdays 7:30AM



### See Results for the Elementary School Fitness Run

#### About Us

Founded in 1988, our mission is to promote healthy living through the joy of running. Over our years of activity, we have helped develop numerous programs that have shown people of all ages and abilities the joy and benefits running has to offer.

**Youth Programs**

We have a number of youth programs for kids of all ages, as well as opportunities to win scholarships through our high school track and field as well as our high school cross country teams.

[Learn More](#)

**Mill Race Marathon**

The Mill Race Marathon is hosted once a year in September and provides runners of all abilities the chance to get out and run or walk for a course. On top of great activity for the whole family, the marathon is a Boston qualifier for the serious runners among us.

[Learn More](#)

**Local Runs**

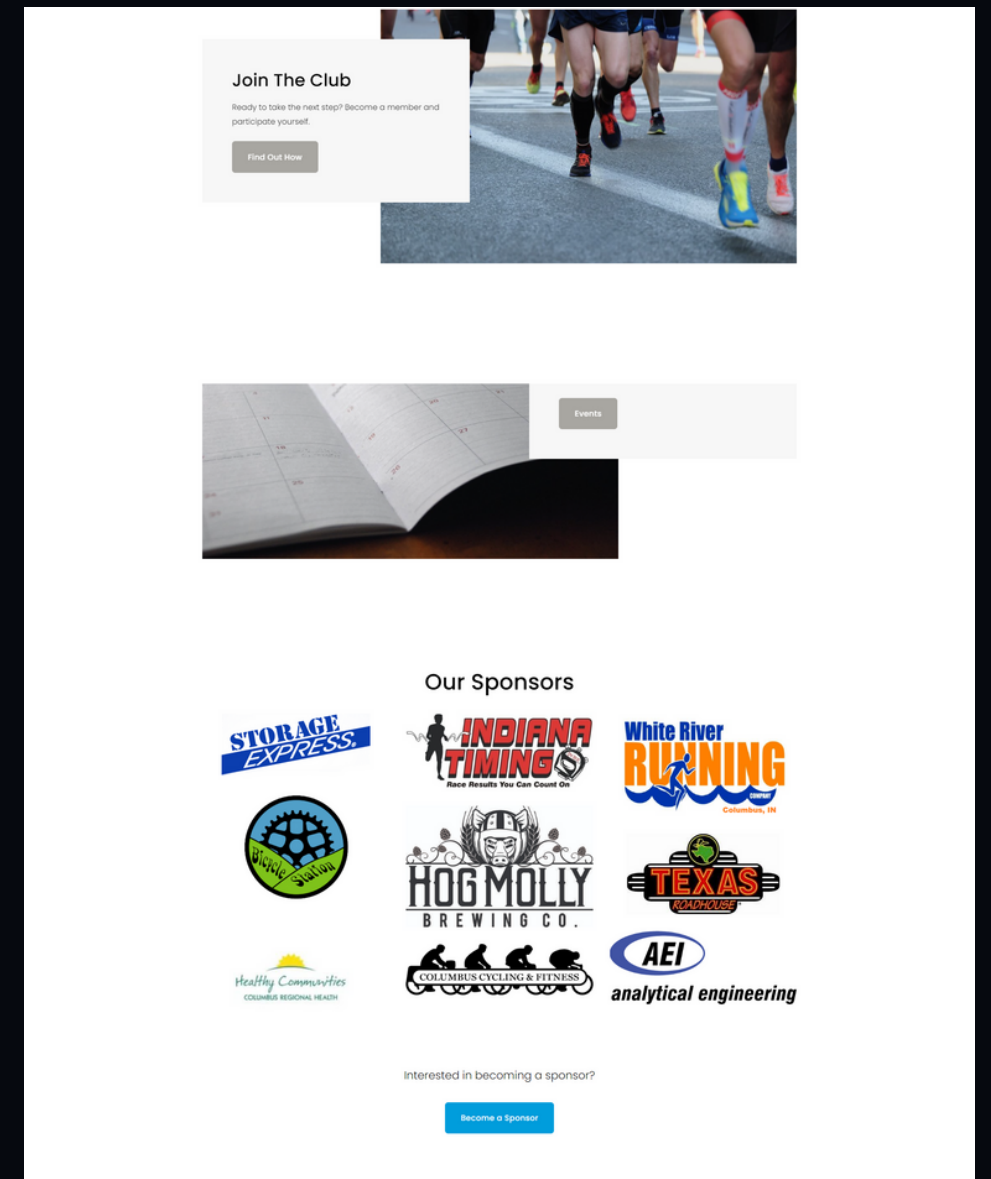
Looking to join a group of weekend runners? Join our local runs held each Saturday where we run a different route each week. Make new friends and stay in shape, all are welcome!

[Learn More](#)

# CRC SHOW CASE

Columbus Running Club asked us to redesign and modernize their website to better display the club personality and express its goals.

We developed a minimalist modern design that allows easy navigation for users while providing all the information necessary about the club and its upcoming events.



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Call: (812) 372-1234 Fax: (812) 375-2420

# Become a member!

Spending too much on the dentist and want to save big? Become an RDG Member today and save on each visit!

Restrictions may apply. Designed for uninsured patients only.

**Get Started**

Sign up and become a member today!

Name

Email

Phone

Exams X-rays Polish Fluoride

Save hundreds a year with an RDG membership

Join the Renaissance Dental community and save hundreds a year on dental visits. Gain access to:

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Call: (812) 372-1234 Fax: (812) 375-2420

# New Patient Info

**Patient Forms:**

Please print out and fill out the forms below and bring them to your first visit:

- [Patient Registration Form](#)
- [Medical History Form](#)
- [Health Care Consent Form](#)

**New Patient FAQ's**

- What can I expect for my child's first appointment?
- What do I need to bring to my first appointment?
- How long will my first appointment last?
- Do I need to arrive early for my first appointment?
- What should I do if I require premedication?

[Financial Options](#)

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# About Us

## Our Mission

To work together to develop an uncompromising excellence in dentistry.

To fulfill this mission, we are committed to:

- Ensuring a friendly, compassionate, and professional environment
- Continuously improving ourselves at all levels.
- Earning the trust and respect of our patients
- Providing excellent customer service
- Exceeding your expectation

## Meet The Team

**Dr. Scott Barrix**  
D.D.S.

After graduating from Purdue and transferring to IU School of Dentistry, where she graduated in 2012, Bria began working with Dr. Barrix to provide a wide spectrum of dental care. Bria understands the impact a healthy smile can have on your personal and professional life. For that reason Bria is dedicated to being up to date on the latest in dentistry.

**Dr. Bria Scott**  
D.D.S.

Born and raised in Greensburg, where she still lives, Sara attended to School of Dentistry to pursue becoming a dental hygienist. Graduating in 2013 from IU and spends her time dedicated to her craft as she enjoys taking courses outside the office to remain the expert on dental hygiene.

**Sara**  
Dental Hygienist

**Christie**  
Dental Hygienist

As a licensed hygienist with a history of working with Dr. Barrix since 2001, Christie is our most experienced hygienist. There is little she hasn't seen and even less she doesn't know. Christie prides herself on excellent work and making personal connections with all her patients.

**Alyssa**  
EFDA

Beginning her dental education in high school, Alyssa attended the C4 vocational school for dental assisting in Columbus. Alyssa began to further her dental education post high school at the International Business College, where she graduated with honors and an associates in Expanded Functions Dental Assisting. As well as being named student of the term and receiving the presidents list, Alyssa is also certified in coronal polishing and fluoride application.

**Mara**  
EFDA

I began my dental education in high school, attended C4 classes. I graduated from Ivy Tech in 2010 as a Dental Assistant, I earned my EFDA certificate in 2010. I am also certified in coronal polishing and am fluent in Spanish.

**Amanda Gaskins**

**Dana**

**Bethany**

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# Professional Dental Services You Can Count On

Meet Dr. Barrix, Dr. Scott and their team!

Don't have insurance? [Click Here!](#)

## Adult Orthodontic Treatment

With SureSmile!

Summer is a great time to show off your smile!

Our technology allows us to offer adult orthodontic treatment this summer at a reduced rate! If you're looking for a smile that will make your friends jealous this summer, call us for a consultation today!

[Take a look inside!](#)

SureSmile® Aligners

## Our Doctors

**Dr. Scott Barrix DDS**  
Partner

Graduating from the IU School of Dentistry in 1988, Scott set up shop in his home town of Columbus, and has been here serving the community ever since. With 29 years of experience under his belt, Scott is committed to providing the best service Columbus has to offer. Scott is also a part time faculty member at the SFC&B Institute in Scottsdale, AZ where he teaches CEREC digital dentistry, oral surgery, and implant dentistry.

**Dr. Bria Scott DDS**  
Partner

After graduating from Purdue and transferring to IU school of dentistry, where she graduated from in 2012, Bria began working with Dr. Barrix to provide a wide spectrum of dental care. Bria understands the impact a healthy smile can have on your personal and professional life. For that reason Bria is dedicated to keeping up to date on the latest in dentistry.

# RDG SHOW CASE

In addition to supporting Renaissance Dental in their marketing efforts, we also redesigned their website to better improve customer conversion and keyword relevancy for their local SEO.

The new website provides potential new clients all they need to know about staff, services, and past reviews in order to make a decision.



# UPLIFT MEDIA

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