

AIM

BLUE HUMMINGBIRD / CASE STUDY

How a local coffee shop climbed to #1 on Google Maps.

goaim.co



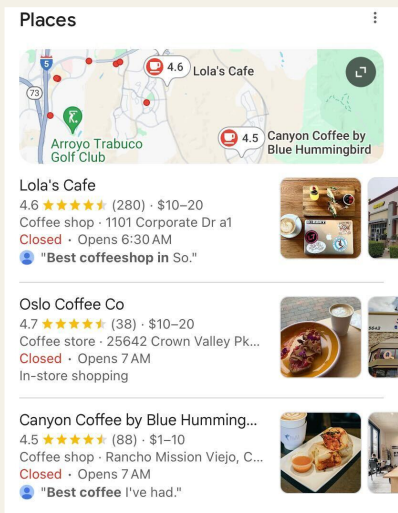
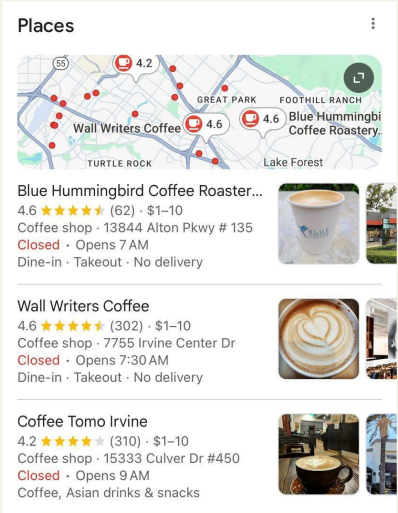
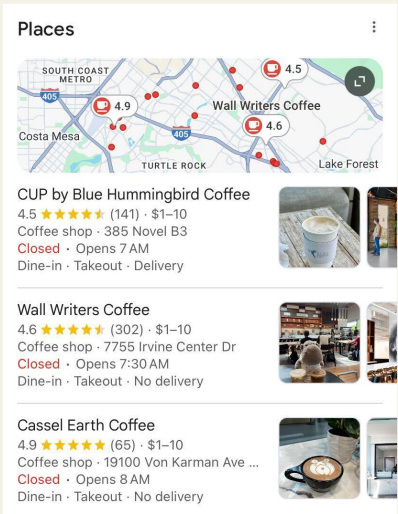
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Hitting the climax right off the bat!

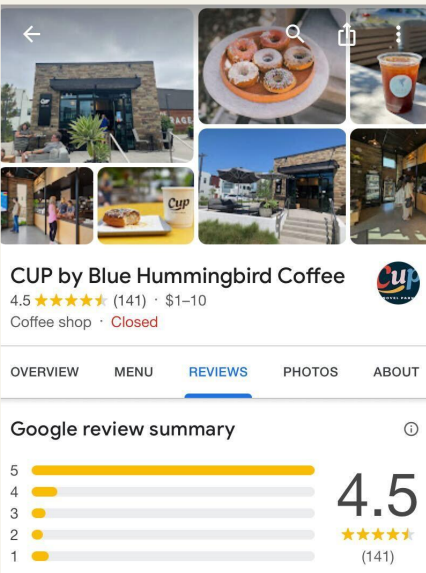
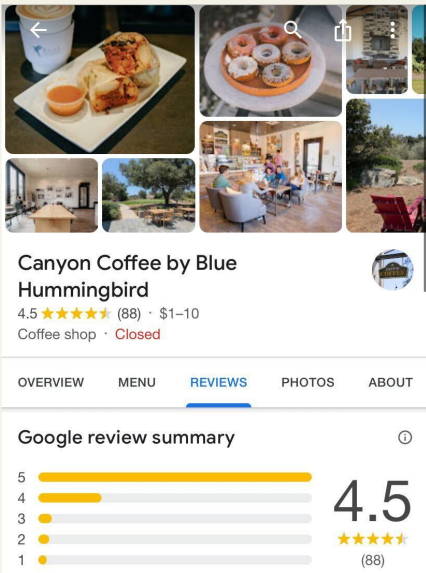
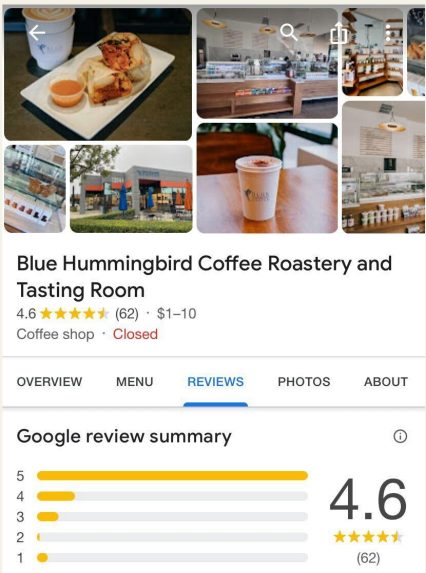
In less than 60 days, Blue Hummingbird's Google Rankings increased by an average of over 545% across 3 of their locations on 20 related search terms and keywords.

This means Blue Hummingbird has secured **The TOP position on 3 different locations on Google Maps!**

Top Position



4.5+ Star Review Rating



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Meet Blue hummingbird

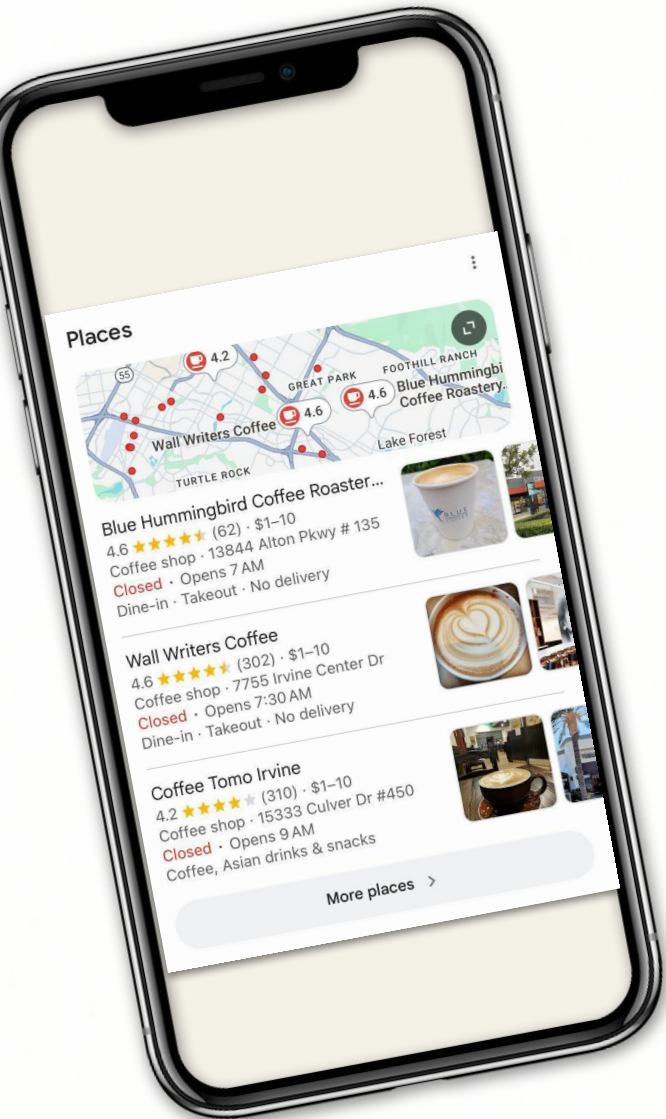
Blue Hummingbird, Founded by El, Christian, and Matt; located in Irvine, California, is a specialty coffee company dedicated to sourcing the highest quality, single origin, micro lot beans, while promoting sustainable and ethical farming practices

Campaign Goals?

- Spend less on PPC ads with Google
- Maintain same lead flow from Organic Google rankings on maps.



**This is where
you want to be!**



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AIM TO THE RESCUE

With AIM, Blue Hummingbird increased its visibility by **Ranking #1 on Google Maps**, building trust with its local community.

The **+650% increase in profile interactions on Google + daily walk-ins** didn't hurt either... 😊



**More Local Searches
= Community Growth**



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What drives their desire?

It's simple— **we guaranteed** that their shop could achieve a top three rank on Google, which accounts for at least 19% of all clicks on local searches. Considering the local search volume from coffee shop related queries, it's clear why Blue Hummingbird is seeing multiple walk-in customers a day from ranking top 3 on Google maps!

The higher your position on maps, the higher the click-through rate (CTR).

This results in **more traffic to your website** from people searching for your services in your area.

THE GOAL is to dominate the platform where your future Clients are looking.

- **Position 1** – The top spot receives a staggering **19% CTR**
- **Position 2** –The average CTR is 18%
- **Position 3** – The average CTR is 17%

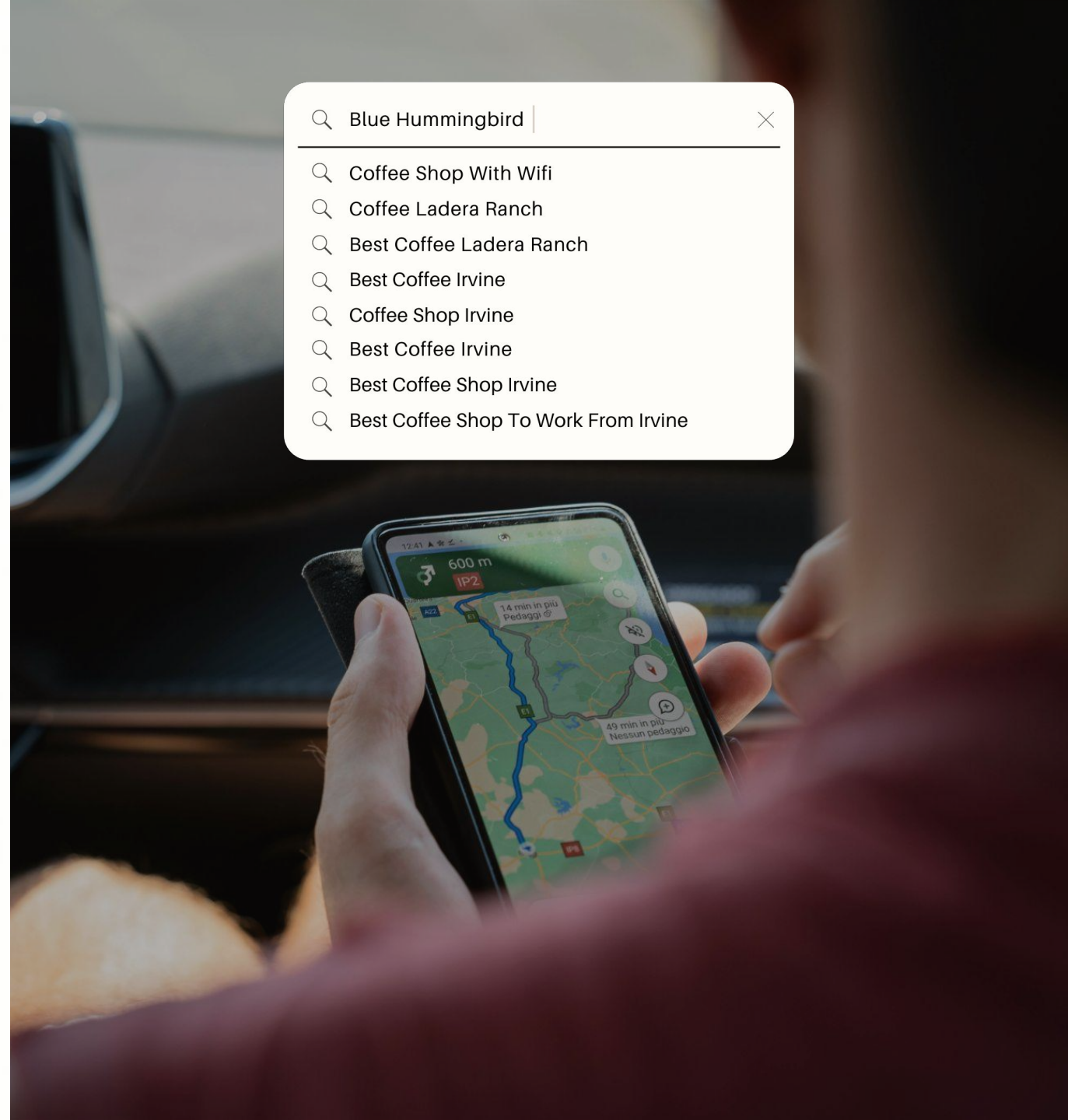
So as long as you're in the top 3 on Google local searches, you're able to take a large percentage of Click-through.

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How did we do it?

Achieving a **#1 ranking** on Google requires **real human interaction**, and we guarantee to drive that.

We boost real **human activity** using our proprietary mobile technology, helping thousands of people worldwide support local businesses. This increases GPS drives, profile engagement, and other human signals that Google values but businesses are often missing in typical SEO strategies. Importantly, we achieve this **without** accessing your Google Business Profile.

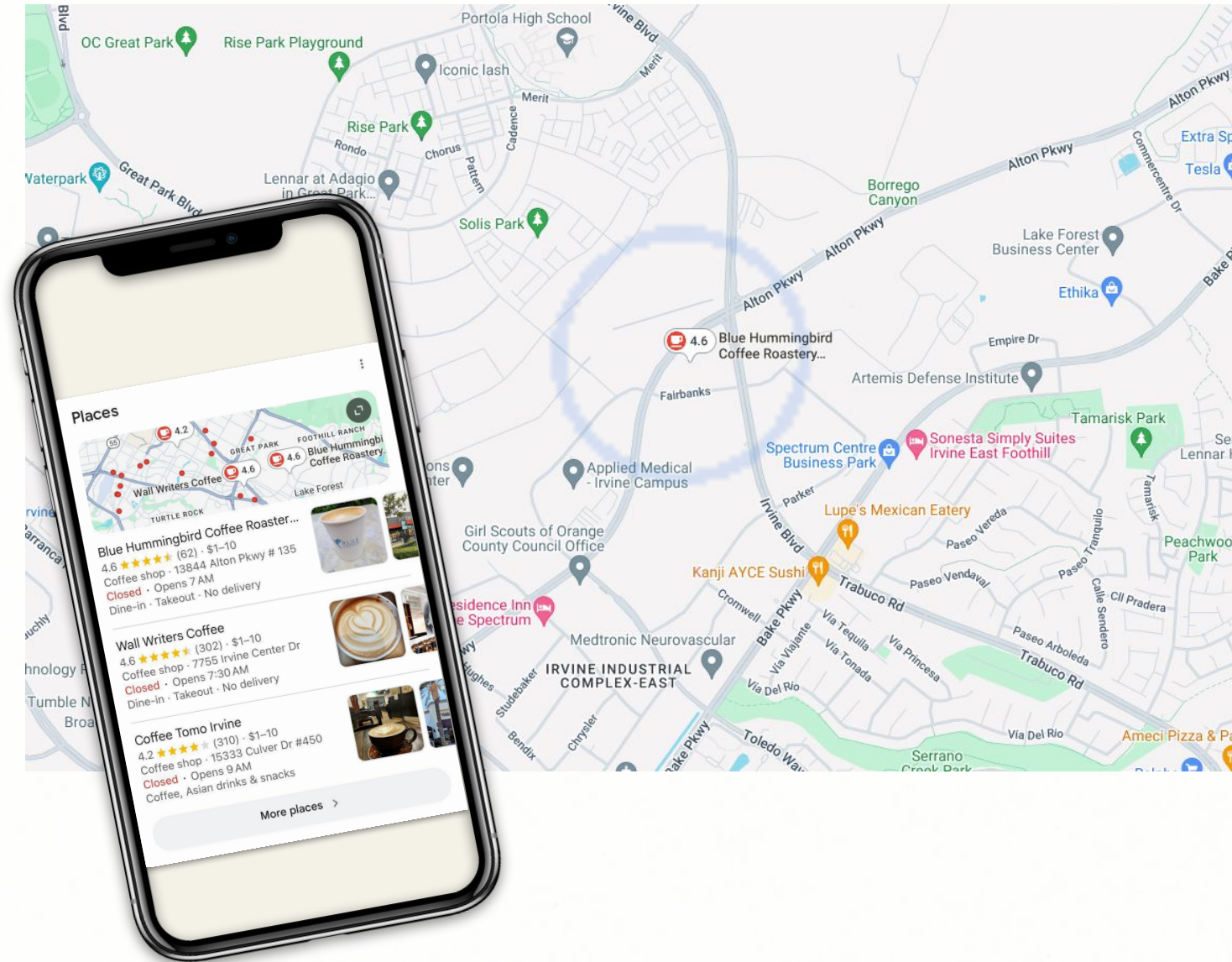


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the ultimate goal: Insane Visibility

If you're looking for a coffee shop, and you're **10 miles** around the location, you will see **Blue Hummingbird**.

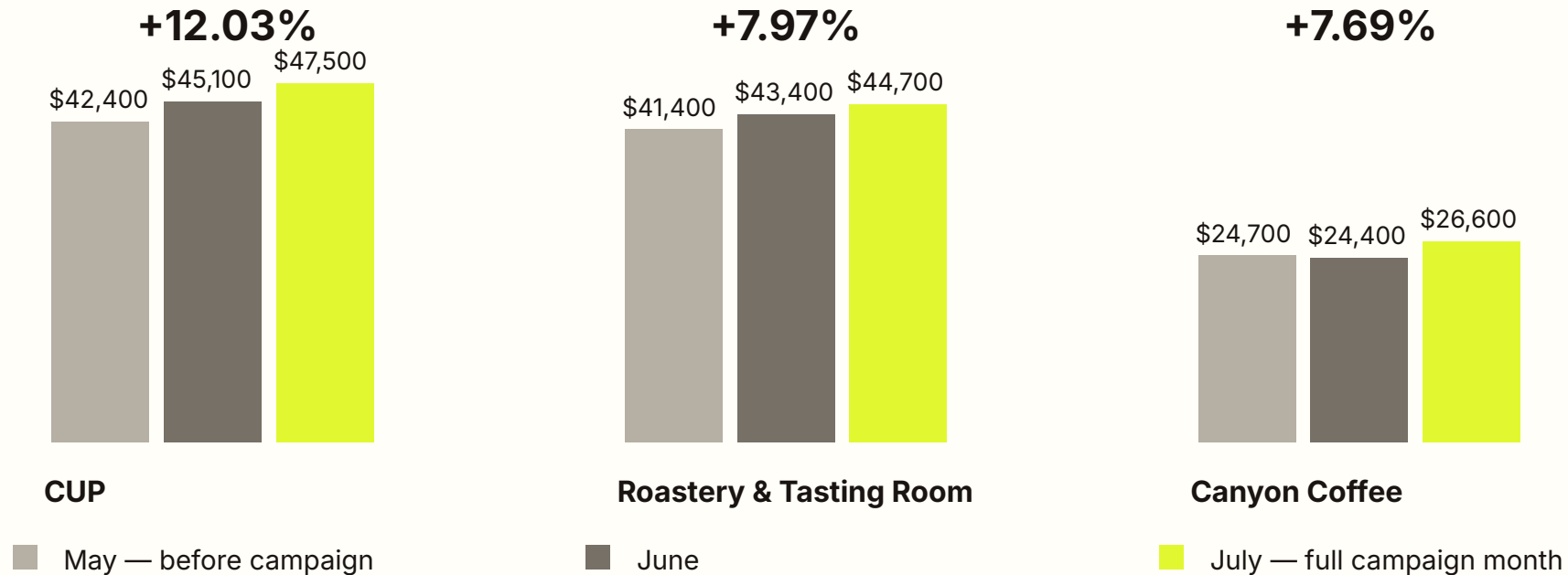
Conduct a search **anywhere** within the service area radius, and Blue Hummingbird will be in the first 3 results.



Ranking #1 MEANS INCREASED SALES!

After a full month with AIM, Blue Hummingbird's three coffee shops in Irvine have already increased their sales by **12.03%**, **7.97%**, and **7.69%**. That's **\$10,300** more revenue after a month just by ranking Top 3 on Google!

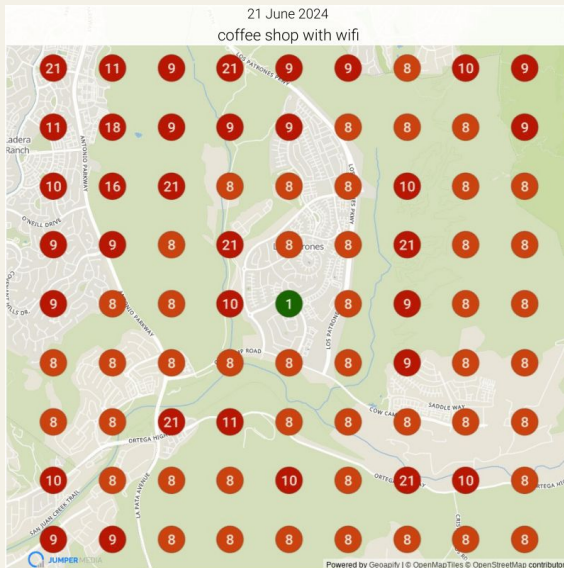
Sales per location



Keyword

Coffee Shop with WiFi

Before



June 21st - Rank 8
1.23% SOLV

After



August 17th - Rank 1
97.53% SOLV

Location: **Canyon Coffee by Blue Hummingbird**

Quick Look at Our Results

The average ranking position of Blue Hummingbird at their Canyon Coffee branch for the keyword "Coffee Shop with WiFi" is a whopping **ARP = 1.43**.

This means that when you search for this particular local keyword, **Blue Hummingbird's Google page will be at the top of the results.**

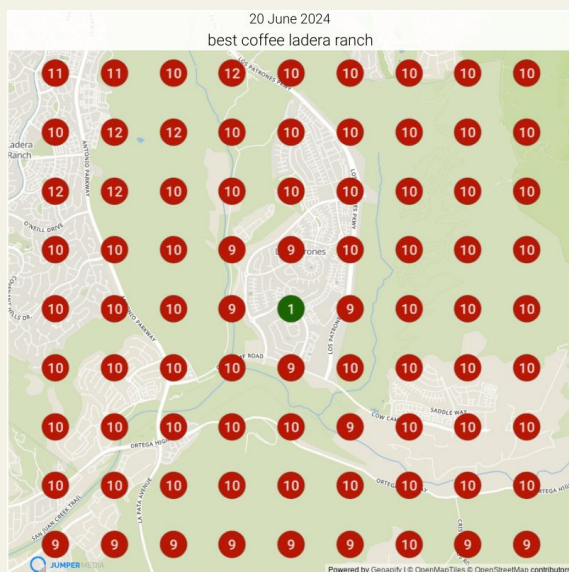
Before AIM, they were **ranking 8.66** on average. After our service, Blue Hummingbird was dominating **the #1 spot – INSANE right?**

More green means higher ranking!

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Same goes with other keywords!

Before



June 20th - Rank 10
1.23% SOLV

After



August 17th - Rank 2
98.77% SOLV

Keyword

Best Coffee Ladera Ranch
June 20th - August 17th

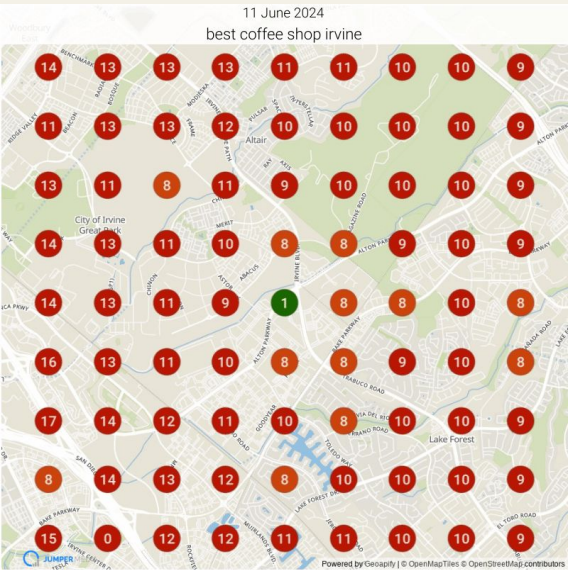
The keyword "**Best Coffee Ladera Ranch**" had a **1.23%** Share of Local Voice (SOLV) when we analyzed it on June 20, 2024. By August 17, 2024, this improved dramatically to a **98.77%** SOLV.

Location: **Canyon Coffee by Blue Hummingbird**

Keyword

Best Coffee Shop Irvine

Before



June 11th - Rank 11
1.23% SOLV

Location: **Blue Hummingbird Coffee**
Roastery and Tasting Room
(Alton Pkwy, Irvine)

After

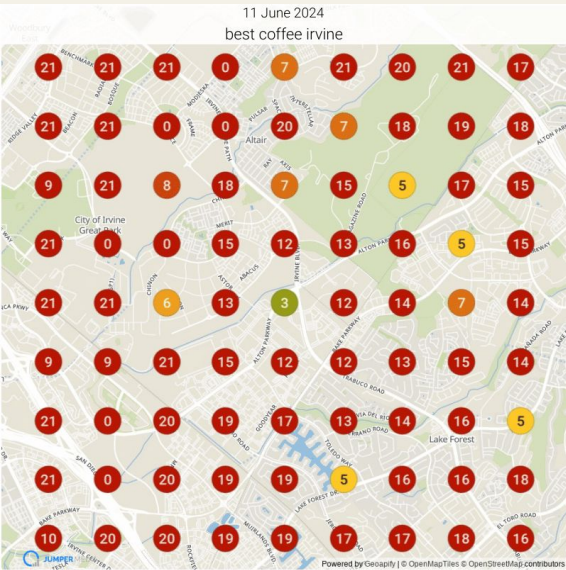


August 21st - Rank 2
98.77% SOLV

Keyword

Best Coffee Irvine

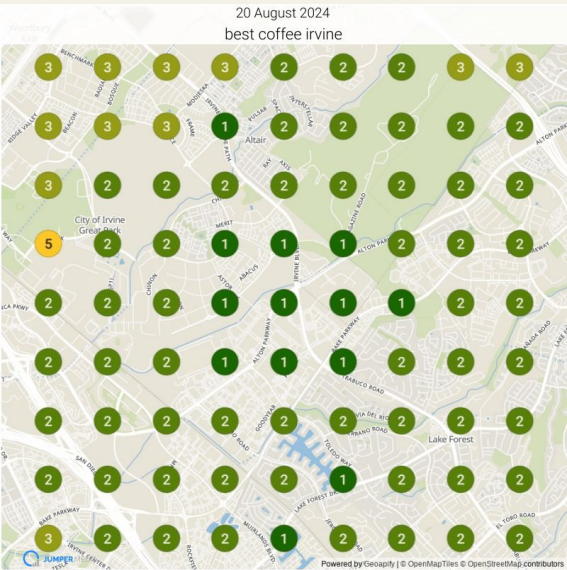
Before



June 11th - Rank 17
1.23% SOLV

Location: **Blue Hummingbird Coffee**
Roastery and Tasting Room
(Alton Pkwy, Irvine)

After

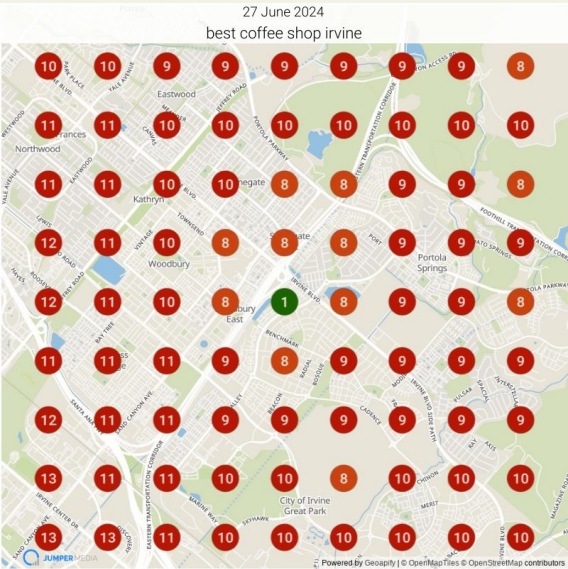


August 20th - Rank 2
98.77% SOLV

Keyword

Best Coffee Shop Irvine

Before



After



June 27th - Rank 10
1.23% SOLV

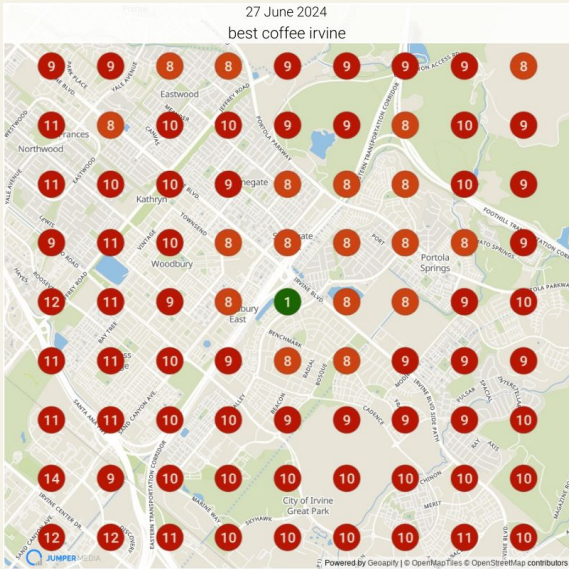
Location: **CUP by Blue Hummingbird Coffee**
(Novel B3, Irvine)

August 16th - Rank 3
74.07% SOLV

Keyword

Best Coffee Irvine

Before



After



June 27th - Rank 9
1.23% SOLV

Location: **CUP by Blue Hummingbird Coffee**
(Novel B3, Irvine)

August 16th - Rank 2
87.65% SOLV

Long story short

The Blue Hummingbird dominated all the local keywords, giving them more visibility and more business.

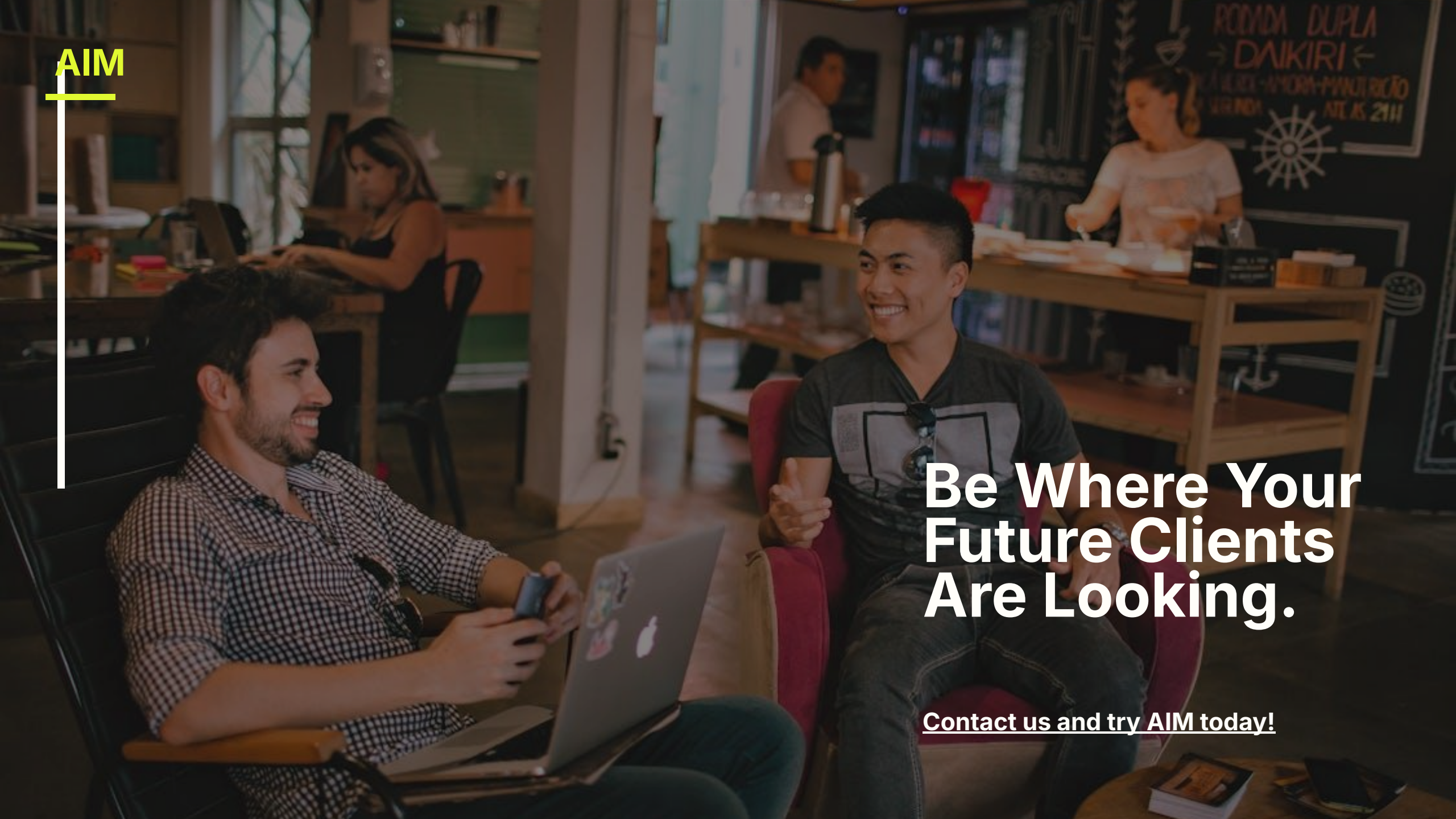


**And you know what's
more intriguing?**

**We can do the same magic
with YOUR business.**

The AIM logo is located in the top left corner. It consists of the letters 'AIM' in a bold, yellow, sans-serif font. A white vertical line is positioned to the left of the text, and a short yellow horizontal line is positioned below the text, forming a cross-like shape.

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The background of the advertisement is a photograph of a modern, open-plan cafe or office space. In the foreground, two men are seated in a relaxed manner. The man on the left, with a beard and wearing a checkered shirt, is smiling and looking towards the man on the right. He is holding a smartphone in his hands. A laptop is open on his lap. The man on the right, who is clean-shaven and wearing a dark t-shirt, is also smiling and looking back at the first man. He is sitting in a red armchair. In the background, there are other people working at long wooden tables. A chalkboard menu is visible on the right wall, featuring items like 'ROCKY DA DUPLA', 'DAIKIRI', and 'AMORA-MINUTICÃO'. The overall atmosphere is casual and collaborative.

**Be Where Your
Future Clients
Are Looking.**

Contact us and try AIM today!