



Brenton Way

# Client Case Study

**Couples therapy practice  
transforms into a pivotal  
player in the industry**

## **Website**

[brentonway.com](http://brentonway.com)

## **Contact**

[sales@brentonway.com](mailto:sales@brentonway.com)

(424) 208-2521



# Our Approach

## Brief Introduction

Every business is unique, so why settle for traditional marketing campaigns that prove no ROI? Brenton Way's core belief is that your uniqueness is followed with tailored solutions by a world-class marketing team. Expect agile growth across various verticals and a planned out long-term strategy to position you as a thought leader in your vertical.



# Marketing objectives and strategy

Expectations and outcomes

## Objectives

Our primary objective was to transform the website to able to compete with bigger therapy-based brands such as Betterhelp and capture more market share.

## Strategy

We focused on changing the website design, creating monthly SEO-focused content, developing pitches for PR placements, and on strong performance Search ad campaigns.



## Company



## Website

[coupleslearn.com](https://coupleslearn.com)

## Company Focus

Couples Learn helps you increase trust, intimacy, and connection in your relationship.



### Findings

The client had a well-structured business model but didn't have a strong conversion funnel and intuitive booking process to be able to efficiently increase bookings.



### Findings

Clients would convert 1 out of 4 consultations into paid customers. We used this model by improving their traffic sources from Paid & SEO.





# Our Market Strategies for Success

## **Developed engaging content on BOFU keywords**

Created monthly content that focused on targeted keywords and increased site traffic by 8000 monthly

## **Stronger Google Ads targeting search keywords**

Targeted Google Ads keyword data that drove over 320% increase in scheduled consultations.

## **Redesigned website to focus on audiences needs**

Analyzed Google Analytics data and redesigned the website based on customer feedback.





## The Biggest Mistakes Couples Make After Years Of Marriage

by Dr. Sarah Schewitz | Mar 18, 2022 | Blog, Couples

We've all heard the statistics. At least half of all marriages end in divorce. So what are the specific marriage mistakes to avoid, and at what year(s) in their relationship are couples most likely to make

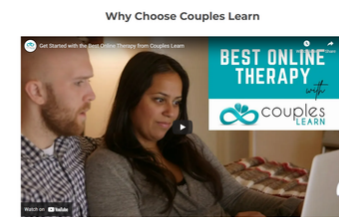
# Compelling Content That Converts

**Creating engaging content resulted in over 10,000 ranked keywords, 8,000 new monthly traffic, and over 40% increase in CTR**



# A Modern Web Layout For Digital Conversion

Our web design work became a focal point in generating a mass amount of digital conversions.



### Online Couples Therapy

Are you feeling unfulfilled in your relationship? Do you wish you had the same fight-or-flight-and-run-right-with-it-reaction? Do your fights get out of control and unnecessarily nasty? Does it seem like you're always hot on your partner's list of priorities? If any of the above sounds like you, you're in the right place. Your relationship is in trouble. But it is not hopeless. There is so much that can be done to help a hurting relationship. Our therapists personalize your treatment and give you targeted tools to help you feel truly happy together again.

[LEARN MORE](#)

### Online Individual Therapy

Do you keep attempting the wrong kind of relationship or behavior? Are you unhappy in your relationship and wondering if you should stay or leave? Do you want to go to therapy but aren't your partner's? Maybe you feel like there must be more to the story than this but you can't figure out what you need to be truly happy. You do not have to do this alone. We can help you get to the source so you can stop repeating the same unhealthy patterns and unwanted results in your life and relationships. You can create a life for your relationship over 7 years as the only one who wants to work on it. Become more confident. Feel truly happy. Meet your soul.

[LEARN MORE](#)

### Online Prenatal Counseling


Prenatal counseling is focused on prevention and enhancing the positive qualities of the relationship. It's important to set the groundwork of effective communication from the beginning. So many couples jump into marriage thinking they can just figure it out on their own and are shocked at how hard things feel after the honeymoon is over. Many couples develop bad communication patterns or stop communicating at all and slowly slip further and further away from the happy, communicative relationship they need to have. Much of this is preventable by learning some basic strategies and tools for making a marriage work from the beginning. Prenatal counseling with Couples Learn includes assessment, education and guidance to prepare you for a long, loving and happy marriage.

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Featured In:



### Meet Our Team



**Dr. Sarah Schewitz**  
Licensed Clinical Psychologist & Couples Learn Provider

Dr. Sarah is a Licensed Clinical Psychologist with over a decade of experience working hands-on with individuals and couples using proven, evidence-based and understanding with themselves and their partners. Dr. Sarah's primary approach when working with couples is Image Therapy, a technique that provides structure and safety in communication so that you can get to the deeper layers of what is underlying your conflict. With individuals, she often works from an attachment perspective providing gentle and effective support to help you uncover the underlying ideas behind your patterns. Dr. Sarah has additional training in treatment Focused Eye Movement Desensitization and Reprocessing (EMDR) which is a type of trauma therapy that helps people heal from past traumatic experiences that may be impacting their functioning in life and relationships.


[WE STORY](#)

**Michelle Liva, AMFT**  
Attachment & Family Therapist

Michelle is an Associate Marriage & Family Therapist specializing in Couples, Marriage, Family Therapy, a technique that helps couples communicate, manage conflict, and create deeper connections using research-based tools and techniques. Michelle has additional training in trauma approaches that help individuals and couples identify and express emotions in a healthy way and build resilience against the feelings of weariness that sometimes accompany life's challenges.

[WE STORY](#)


### Our Expertise



**Research-based online couples therapy that gets you results.**

There's a lot of great research available on the topic of relationships so we know exactly what makes them work and what behaviors lead to divorce or breakup. We have relationships down to a science. We can teach you everything you need to know so you can take your own love for the long haul.

[MAKE AN APPOINTMENT](#)




**Why is it important to Get Expert Advice?**

When your car is broken do you try to fix it yourself? Has someone else done the proper 'tuning'? You bring it to a mechanic when has been repaired to diagnose and fix the specific issue your car is having. Just because you have been driving a car for years doesn't mean you know how to fix it. Well, just because you've been in relationships for years doesn't mean you have the training and knowledge needed to diagnose and treat the issue you are having. Sometimes it's hard to see the solution when you are emotionally invested in the outcome. We can help.

**The Impact of Couples Counseling**

Having issues doesn't mean your relationship is broken beyond repair. When you have one relationship or another you are often just trading one set of responsibilities for another. Most of us are operating from unconscious beliefs about how a relationship that we developed in childhood we transfer to our partners who can trigger us in the same way that our children disappointed us as children. So when you have your current relationship, you may find yourself repeating the same patterns with different partners if you don't have





# Recap of our performance

## 840% ROAS Ads ROAS

1 to 8 dollar return on Facebook Ads & Google Ads spend.

## 8,000 monthly SEO traffic

8,000 increase in monthly SEO site visitors to the website.

## 180% increase in ROI

180% increase in ROI from the new marketing efforts.

## 330% Increase in website traffic

A dramatic 330% increase in website traffic.







# Interested? contact us

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