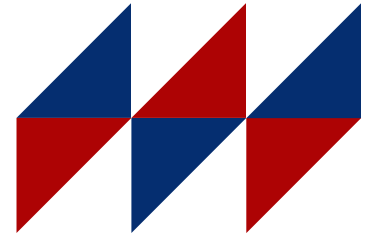


Case Study: Loving Arms Care



Website Design & SEO For Local In-Home Care Agency



► CLIENT

- Gig has partnered with Loving Arms since basically, the very beginning! We have been with them through nearly the whole story of their agency - from idea, to inception, and growth to stability.
- Loving Arms' owner Zakiya met Max at an entrepreneurship resource fair in 2021, when Loving Arms was just an idea. They stayed in touch, and came to Gig when it was time to launch their website and SEO.
- We have partnered with Loving Arms for a number of years now, providing Website Design, Local SEO, and general Digital Consulting.

► KEY RESULTS:

- **Local SEO:** 10 keywords on Google Page 1. #1 Ranking for 'Personal Assistance Care'. #1 Ranking for 'Companion Care'. Strong prominence in AI Overview results as well.
- **Website Design:** Modern, streamlined design in WordPress serving as an anchor for local presence and SEO. Strong showcase of different home-care service offerings. Hub platform for Loving Arms' video and blog content.
- 181% Increase In Organic Traffic, 2025 vs 2024.