



Renewable Resources Case Study

Website, Listings & Paid Ads

At a glance

By partnering with VIV, Renewable Resources streamlined its digital presence, launched a high-performing website, enhanced local SEO through listings management, and expanded customer reach with a paid advertising strategy. The result is a sharp increase in transaction volume and total processed payments since onboarding in 2020.

Key metrics

After launching with VIV in 2020, Renewable Resources saw consistent growth across website traffic, paid advertising performance, and overall transaction volume. Their full digital package continues to scale effectively across all service areas.



\$1.7M

In New Yearly Volume



\$102.56

Average Order Value



1099 Stahl Rd Newburgh IN, 47630



builtbyviv.com



3,000+ Clients Nationwide

CHALLENGES



Renewable Resources had limited online visibility and an outdated website that did not reflect its expertise in the industry. They needed a centralized platform to support online conversions, drive more inbound calls, and present a trusted brand image across digital channels. Additionally, as payment volume increased, they needed more consistent lead flow and scalable customer acquisition strategies.

SOLUTIONS



VIV delivered a professional, conversion-focused website in 2020, along with citation management and listings cleanup across major directories. In 2021, paid advertising was added and the budget has grown steadily since. This full-stack digital strategy increased transaction volume significantly and improved lead generation quality.

BENEFITS



1

Scalable Paid Advertising

By leveraging Google Ads and remarketing campaigns, Renewable Resources expanded visibility and generated consistent leads. Campaigns were optimized yearly to reflect performance gains and budget increases.

2

Enhanced Local Presence

Listings management positioned Renewable Resources in front of high-intent local search traffic, improving map pack rankings and online reputation.

3

Site That Converts (Updating Again June 2025)

The new site was designed to educate and convert, improving bounce rates and boosting call volume. Built with flexibility for future scale and SEO.

Volume and Transactions

