



Case Study

elcwhiteland.com

At a glance

After transitioning Early Learning Center Whiteland to the VIV platform, the business improved its ability to schedule tours, capture more information online, accept payments, and generate stronger interest from local families. With SEO optimization, updated listings, and new digital ad campaigns, ELC Whiteland is now turning online engagement into real enrollment opportunities.

Key metrics

These outcomes highlight how centralized marketing under VIV is already producing measurable results for ELC Whiteland.



5,000+

Website Views



100+

Quote Forms Submitted



50+

Phone Leads Tracked



1099 Stahl Rd Newburgh IN, 47630



builtbyviv.com



3,000+ Clients Nationwide

CHALLENGES

Before partnering with VIV, ELC Whiteland struggled to consistently convert online interest into scheduled tours and enrollments. Their existing website did not capture enough lead information, payments were not streamlined online, and they lacked an efficient way to showcase their programs while driving interest through digital channels.

SOLUTIONS

VIV consolidated all digital efforts into a single, performance-driven strategy:

- **Listings Management:** Actively synchronized and updated business information across major platforms, improving visibility for local families searching for childcare and early learning programs.
- **SEO Optimization:** Applied core SEO improvements to strengthen discoverability and engagement, resulting in thousands of organic visits and stronger lead capture performance.
- **Website Enhancements:** Improved online forms and streamlined the payment process, making it easier for families to submit inquiries and complete transactions online.

BENEFITS

- **Real Enrollment Growth:** Digital visibility now translates into tour bookings and new student sign-ups.
- **SEO Focused Growth:** Backend SEO improvements continue to drive steady website traffic and engagement.
- **Centralized Strategy:** Listings, payments, and lead data are now unified under one system, increasing efficiency.
- **Improved Tour Scheduling:** Enhanced online forms make it easier for families to schedule visits directly.
- **Scalable Model:** Results from ELC Whiteland prove a framework that can scale to additional early learning locations.