

CASE STUDY

# GOOD TIMES ROLL

MORE CLICKS, MORE CELEBRATIONS



## SWEET DREAMS BUT A SOUR SEARCH

Kelly and Chris Fernandez, the husband-and-wife duo with a serious sweet spot for unforgettable moments, set out to add a little sugar to every celebration. With a single 1973 VW bus, they rolled out Good Times Roll—a one-of-a-kind, photo booth experience packed with nostalgia and charm for weddings, corporate events, and parties across Florida. As their popularity grew, so did their vision of franchising. But to make this sweet dream a reality, they needed a boost in visibility and strategy to help them rise to the occasion. Enter cyberlicious®!

## CRUISING TOWARD A SUGARY SEARCH BOOST

Good Times Roll had one deliciously clear goal: build a franchise-worthy brand that would bring smiles coast-to-coast. They wanted a digital presence to attract a larger audience, boost bookings, and make it easy for event-goers to find their unique service. To grow, they needed tools for tracking engagement, increasing visibility, and streamlining bookings—a digital recipe to let the good times roll everywhere.

## AT A GLANCE

### CHALLENGES

- Low Search Visibility
- Lack of Customer Insights
- Struggles with Lead Generation
- Difficulty Standing Out

### BENEFITS



100% INCREASE  
YOY Lead Generation



33% CVR  
Conversion Rate of High-Quality Leads



WE'D LOVE TO HEAR FROM YOU

## Contact Us

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Phone: 813-995-3324

## SCOPE

LOCAL SEO  
GOOGLE ANALYTICS 4  
INTEGRATION

Full name (first and last) \*

Your name here

Your Partners full name (if applicable)

Event name (if applicable)

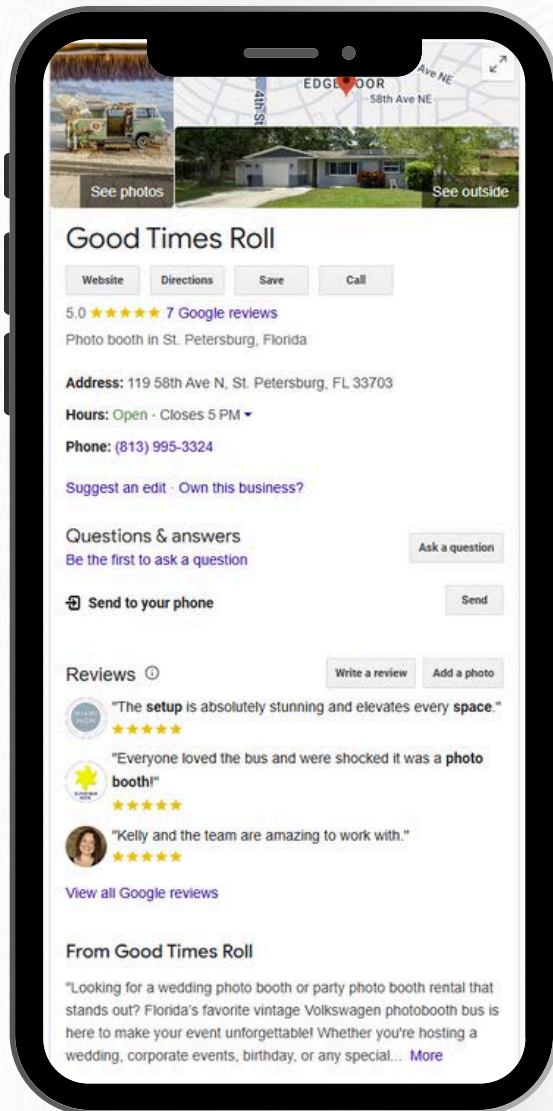
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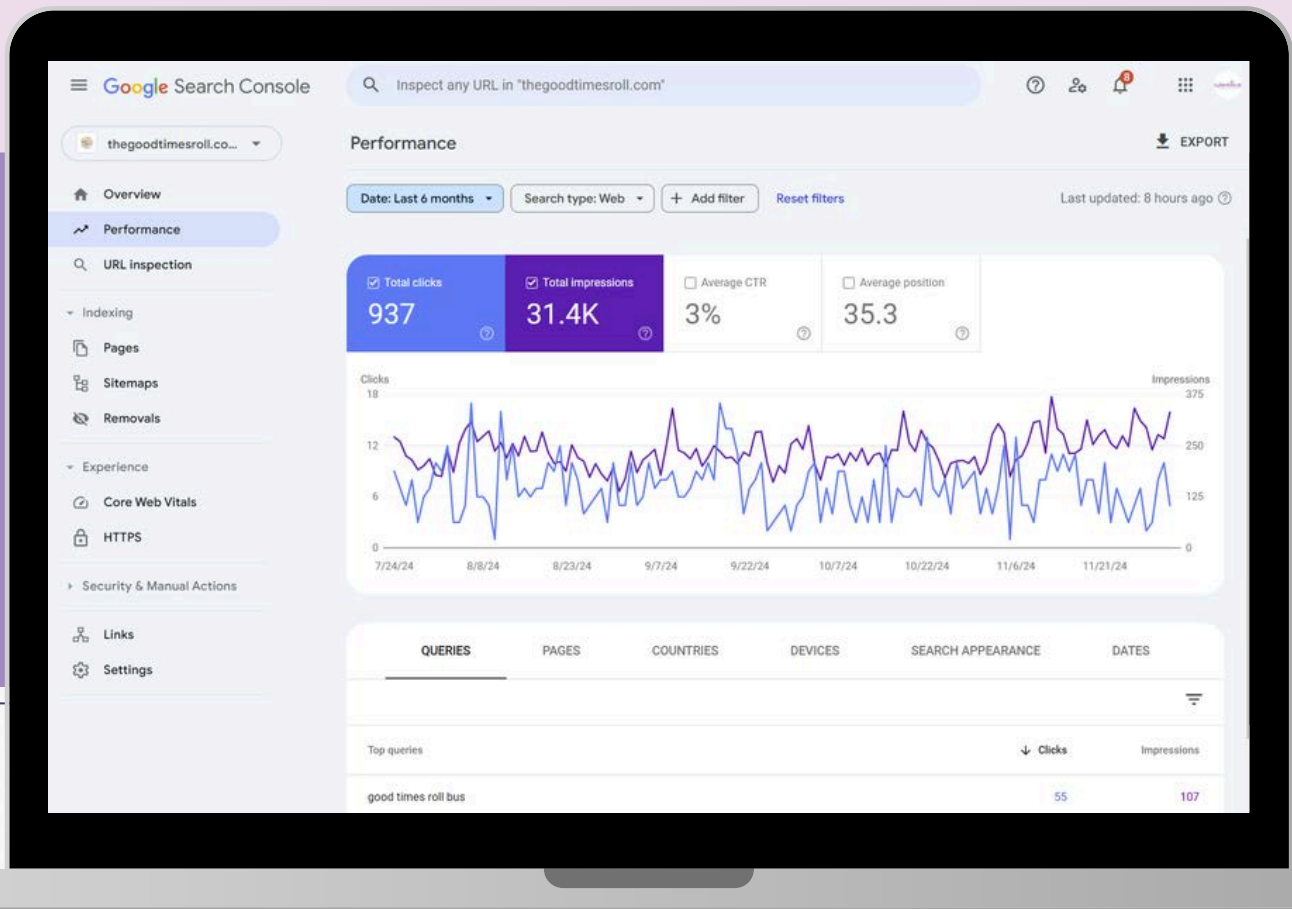
E.g. myemail@email.com

## GOOD TIMES ROLL MEETS CYBERLICIOUS® FLAVOR

cyberlicious® took Good Times Roll's vision and crafted a delectable strategy to boost visibility and streamline analytics. Here's how we served up success:

- **GA4 Implementation & Configuration:** We integrated GA4 to provide key insights, with customized event tracking and audience segmentation, giving Good Times Roll the data they needed to make informed decisions.
- **Local SEO Enhancements:** From NAP (Name, Address, Phone) accuracy to targeted link-earning strategies, cyberlicious® optimized their online presence across directories so they popped up as the go-to photo booth in search results.
- **Keyword-Driven Content Strategy:** Crafted a keyword-rich content strategy to capture more organic search traffic, focusing on relevant terms like "wedding photo booth" and "corporate branding events."
- **URL Structure & Directories:** Optimized URL structures and directory listings, making it easy for both users and search engines to find and navigate Good Times Roll's offerings.





Thanks to the local SEO strategies implemented by cyberlicious®, our photo booth rental services in South Florida and the Tampa Bay area saw a significant boost in leads. In September alone, we more than doubled the number of leads compared to the same month last year! The detailed insights from our CRM show not only an increase in inquiries but also a higher booking rate, making it one of our best months to date.

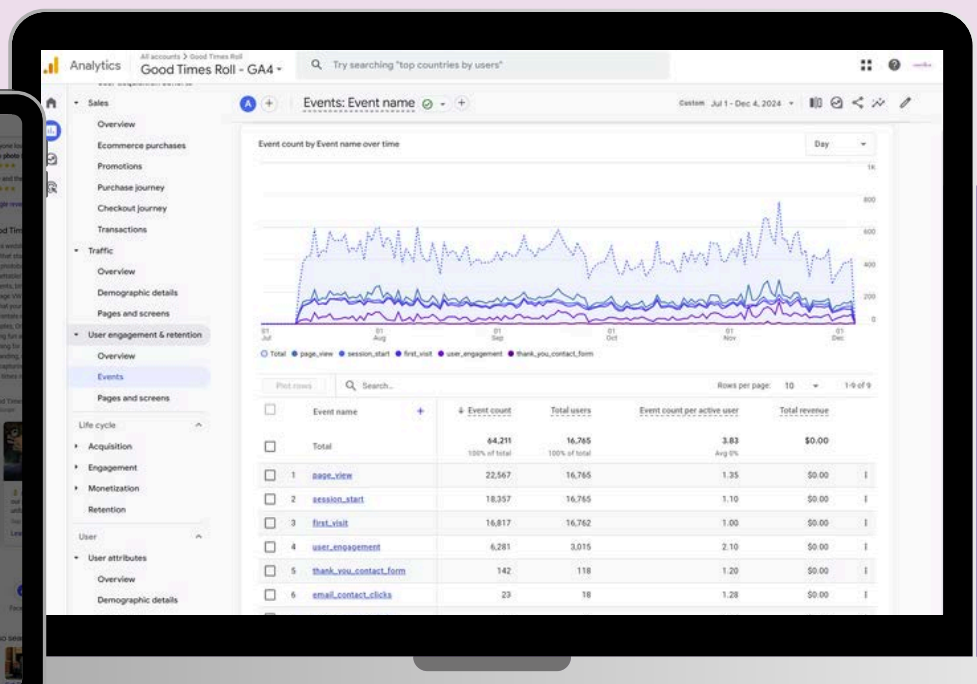
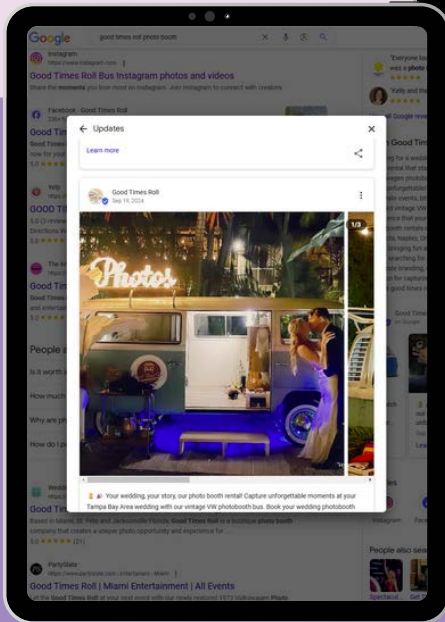


—Kelly Fernandez,  
Founder

## ROLLING IN BOOKINGS & SWEET ENGAGEMENT

Good Times Roll’s online presence quickly started to reflect their vibrant, joyful brand. Since implementing these enhancements, they’ve seen:

- **31K Impressions in 5 Months** – Our SEO-optimized listings and keyword strategy boosted their visibility, attracting a surge of organic traffic.
- **83 Qualified Leads in 1 Month** – Customized audience targeting and strategic tracking brought in high-quality leads, showcasing the power of precise digital marketing.
- **33% Lead-to-Close Ratio** – These qualified leads led to a strong conversion rate, helping Good Times Roll double their year-over-year business in September.
- **Growth in Bookings** – The improved digital presence and seamless booking process contributed to a steady rise in event bookings, bringing more celebrations (and sweet memories) to life.



## THE DELICIOUS IMPACT OF ROLLING WITH US

The collaboration between cyberlicious® and Good Times Roll showcases the power of digital strategy in helping small businesses grow. With a mix of GA4 insights and Local SEO expertise, cyberlicious® has helped Kelly and Chris keep the party rolling while laying the foundation for future growth and franchising. This case study is a testament to how a little sweet strategy can turn dreams into reality, allowing Good Times Roll to continue spreading joy across every event they touch.

Imagine what your business could achieve with 31K impressions in just five months. Or how 83 qualified leads might impact your bookings. With the right strategy, the possibilities are as exciting as they are endless!



## PUT YOUR BUSINESS ON THE MAP

### SERVE UP SUCCESS WITH LOCAL SEO & ANALYTICS MAGIC

Increase your business's online presence with the sweetest Local SEO and GA4 integration. From showing up in local searches to gaining insights that matter, cyberlicious® helps you capture more attention and drive irresistible results.

**CONSULT & TASTE THE TRAFFIC BOOST**