Guardian Owl™

Guardian Owl™ Markets LiveAg Auctions

CASE STUDY | AUCTIONS AND AGRICULTURE

GuardianOwl™ manages LiveAg's search optimization, monthly content, YouTube optimization and Google and Meta advertising. We help the livestock and farm equipment auction business reach buyers online, promote individual sales, and use reporting to guide the next campaign.

Results at a glance

9.1x page views	140% more active users	$43,000 cattle sale
627,989 vs. 68,753 July to October 2026 vs. 2025	15,000 active users April 2026 vs. April 2025	One sale traced to a Facebook ad click through HubSpot

What Guardian Owl™ did

Improved visibility in Google. Rewrote page titles and descriptions, removed pages with little useful content and fixed redirects.

Created content for buyers. Published monthly content answering buyer questions and optimized YouTube content for search.

Promoted individual auctions. Built Google Ads and Meta campaigns around each sale.

Guided campaign decisions. Reviewed performance monthly with LiveAg's team and adjusted strategy based on what visitors did next.

Why LiveAg needed the work

Auction traffic rises and falls around each sale. In April 2026, 86% of LiveAg's search traffic came from people searching for its name. Reaching buyers unfamiliar with LiveAg was a priority, while auction catalogs in PDFs offered limited visibility in search.

What the reporting showed

Organic search has the largest source of page views in the July 8 to October 5 comparison. April 2026 also brought 13,000 new users, up 147.5%, and a 7.8% click through rate from Google.

For the School's Out Equipment Auction, advertising generated 5,063 clicks at $0.62 per click. The auction drew 4,607 first time visitors. Visitors unfamiliar with LiveAg rarely registered, so budget shifted toward reaching those visitors again before the next sale.

Bring your next auction into view

Talk with Guardian Owl™ about search visibility and auction advertising.
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Free AEO Checker: guardianowldigital.com/aeo-checker

Source: Figures supplied in the original LiveAg case study from Google Analytics 4, Search Console, Google Ads, Meta and HubSpot reporting, 2025 to 2026. Metrics cover different reporting periods.