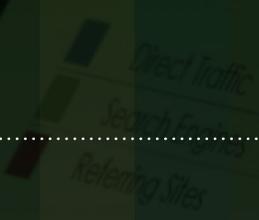


SEO CASE STUDY

Traffic Overview

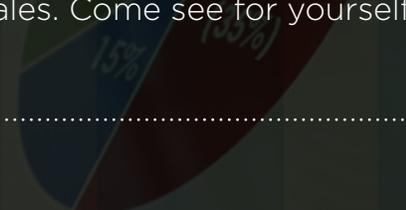
Search Engines



Search Engine	Count
organic	09:12:03
websearch#1	05:32:28
websearch#2	03:24:31
websearch#3	01:15:42
demo.org	09:12:03
demopage.net	05:32:28
sample.org	03:24:31
	01:15:42

SEO Case Study

Over the years, we've worked with dozens of clients to build their organic search engine rankings and drive traffic to their sites. We take a methodical approach to our SEO strategy, based on industry best practices and the latest information about Google's ranking factors. Our work consistently results in higher search engine rankings for our clients, more organic traffic to their sites, and increased leads and sales. Come see for yourself.





WHY DO BUSINESSES NEED SEO?

For many businesses, having built a website, they now want to attract visitors. There are plenty of options for doing so, but getting the right results means being smart about where to allocate budget.

Putting money into ad spend can bring in traffic and boost visibility, but will only last as long as the ad money. Broader marketing campaigns can raise a brand's profile, but will only draw traffic from visitors who already know of them and are searching for them.

SEO is about building a visitor base out of thin air. People who have never heard of your company before can find your site by searching for keywords relevant to your business. If you handle your marketing correctly, you can win them over by educating them about your product and services. Informed customers are happier and more loyal, making them more likely to spread your business by word of mouth.

However, to have success with SEO, businesses should be aware of what it entails. There's a lot of misunderstanding about SEO that leads to unrealistic expectations. If you want to get results without being disappointed, there are four rules you should keep in mind.

1. SEO IS A LONG-TERM STRATEGY

Results don't come overnight. If you're expecting to launch a website and show up in search engine rankings the next day, you're going to be disappointed. It takes Google time to crawl site pages and start listing them in results. Unless your launch was big enough to generate substantial media attention, you're going to have to be patient.

How patient? Start thinking in terms of months instead of weeks. During that time, you will be building targeted content around a list of key terms that are relevant for your site and brand. As your pages start to rank, it will raise the credibility of your entire site, making it easier for subsequent pages to rank. SEO is all about gaining momentum.

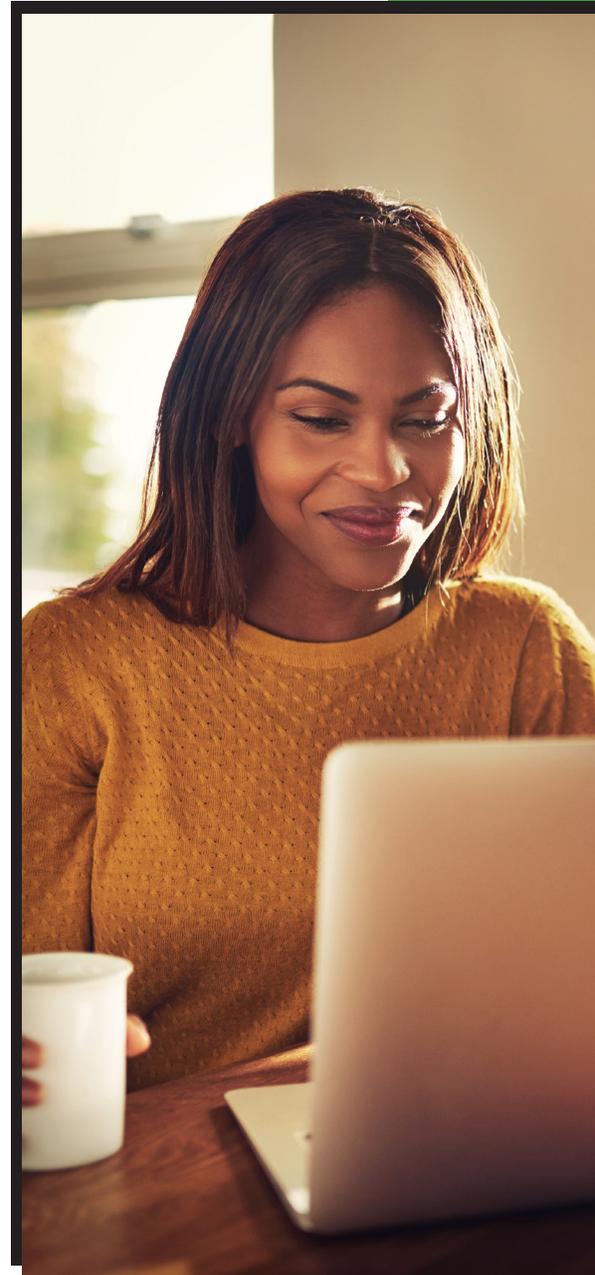
2. SEO IS FUELED BY CONTENT

For most websites, the main content pages forming the navigation menu of a site may be nicely designed, but are light on text, ranging from a few sentences on a "contact" page to a few hundred words on a service page.

Meanwhile, an SEO page should be closer to 1,000 words at least, with many top-ranking pages as long as 3,000-10,000 words. The depth of content will depend on the difficulty of the keyword, with more specific, long-tail keywords usually being less competitive and not requiring extra-long content.

We always emphasize quality over quantity, while recognizing that longer is better. Remember that organic search results are attracting visitors who have already gone to Google to search for a specific phrase. They want a complete answer.

A detailed, well-formatted article that is easy to skim and provides the information they're looking for without being repetitive or including too many irrelevant asides is ideal.





ACM FACEBOOK VIDEO OVERVIEW & BLOG

3. SEO IS COMPETITIVE

Sometimes we have clients come to us wondering why they don't rank for certain search terms. This is the classic Field of Dreams trap. They're convinced that all they had to do to attract visitors was to build a website.

Unfortunately, "if you build it, they will come" doesn't apply to SEO. Maybe you have a great baseball field. Maybe you think it's the best there is. Maybe you hired photographers to take pictures of your baseball field so that your site could use them in the design, and you put a lot of thought into the user experience so that it would be easy to buy tickets.

The problem is that someone in the next town over has done all of this for their baseball field, too. But they've also put a lot of time into writing about how great their baseball field is. They've published articles on their blog talking about the history of their team, written profiles on all the people who come to sell concessions at their games, and have primers on the rules of baseball for anyone who doesn't know.

SEO is a competition, and you have to play to rank.

4. SEO IS RESILIENT TO CHANGE

People who aren't well versed in SEO often complain that all the hard work you put into it can be wiped away in an instant if Google changes its algorithm. The reality is more nuanced.

Google is constantly trying to improve its ranking system to deliver better results to searchers. As much as Google wants to profit off ads, it can only do so if people keep coming to its search engine to find things. And people will only continue to come to Google if the results Google delivers are good, so it's in Google's interests to deliver great search results.

While these tweaks do affect rankings—sometimes drastically—this is usually because Google is doing a better job of ranking higher-quality sites. If you hear someone complain that Google's algorithm changed and their site disappeared, it may be because they weren't following good practices.

Good SEO work that is built around high-quality content won't be undone by an algorithm update designed to promote high-quality content. What's more, good SEO can't be quickly undone by competition. It will even sustain itself in the short term if your business needs to devote resources elsewhere temporarily, unlike paid campaigns that disappear when the ad budget runs out.



THE PROCESS



We pride ourselves on having a methodical approach to our SEO. Our process is based on industry best practices, and is refined as we learn of new Google algorithm changes. By taking a systematic approach to SEO, we are able to be more transparent with our clients in terms of what they can expect from our work. A repeatable process also gives us higher confidence in delivering results to our clients, because we can demonstrate our success through previous work.

AUDIT

When a client first comes on board, the first thing we do is an SEO audit of their site. We check for any missing SEO data, such as meta descriptions, alt tags, duplicate page titles and descriptions, and if there are any toxic back links. We also check to see how these pages are showing up in Google search.

We then run a report to see what keywords the website is ranking for. We want to know which keywords are delivering results on the first page of Google, whether or not those key terms are branded or service related, and whether they are geo-specific.

We compile these findings into an SEO audit report, which we deliver to our client prior to beginning SEO work. This report guides our SEO strategy moving forward.

KEYWORD RESEARCH

Running a keyword audit shows us what terms the client is currently ranking for. From this, we compile a new list of keywords we would like to target. We then present this list to our client to confirm that they keywords are correct, and strike any that the client says are irrelevant from our list.

We enter the approved keywords into the keyword position tracker from Moz, which is one of our key reporting tools. From this we gain a baseline for our starting search positions, what our search visibility is, what the competition for these terms looks like,

how difficult they will be to rank for, and what the national search volume is.

EDITORIAL CALENDAR

The only way to build rankings for search terms is to have content on a website that uses these terms in a natural way. For this, detailed, long-form content is best.

For our clients, we create an editorial calendar for blog content. Our blog posts are in the 1,000-word range, using the keyword research as a basis for generating topic ideas. We discuss the article title beforehand, as well as the angle we plan to take with it. We then research the article, write it, and send it in for approval.

We can work as closely or independently on our article content as our clients want. In some cases, we will write an outline ahead of time to send in for approval, or will conduct an interview with our clients to gather more information before the writing process. We welcome feedback and client input, and are happy to work on even longer content as it fits the client's strategy.

ON-PAGE OPTIMIZATION

SEO breaks down into two broad categories: on-page and technical. On-page SEO involves optimizing specific pages to make them more attractive to search engines. This includes adding alt tags to images, writing meta descriptions, making sure the URL, page title, and headers contain key

THE PROCESS

words, adding relevant cross links within the body of the article, and making sure the links use descriptive anchor text.

Structured schema is another way to improve the visibility of a page. Structured schema is what helps Google identify content for their “rich snippets,” which are the special call-out boxes that rank above organic results. Google considers these “position 0,” and ranking for them is competitive but very valuable.

TECHNICAL SEO

The counterpart to on-page SEO, technical SEO focuses on the underlying architecture of a site to ensure nothing is causing friction with the search engine and undermining results. This includes disavowing toxic backlinks, fixing broken links, setting up appropriate redirects, and making sure the site is complying with other best practices for meeting Google’s various ranking factors.

MAINTENANCE

SEO isn’t something you can do once and then ignore. Instead, it requires consistent maintenance and upkeep, both in the form of generating and optimizing new content, and in making sure the technical SEO architecture remains sound.

REPORTING

Finally, we have regular marketing meetings with our clients (either monthly or bimonthly) in which we discuss the results of our SEO work. Reporting is how we maintain transparency with our clients, and it also gives us a chance to update our strategy to address new tactical goals.

We report metrics by comparing the time since the previous report to the same time span of a year before. If metrics don’t exist for the previous year, we compare metrics to those from the previous report until we reach the one-year mark.



Metrics we report to our clients include:

Overall web traffic. How many visitors are coming to your site?

Users. How many individual users have visited your site?

Impressions. How many people are seeing your site in search rankings?

Clicks. How many people are clicking through to your site?

Search visibility. What is the click through rate on your site based on your ranking positions in organic search?

Keyword rankings. How many terms do you rank for, and what position are you for those terms?

Competitor rankings. How do your results compare to your top competitor?

Rich snippets. Do you feature in any rich snippets?

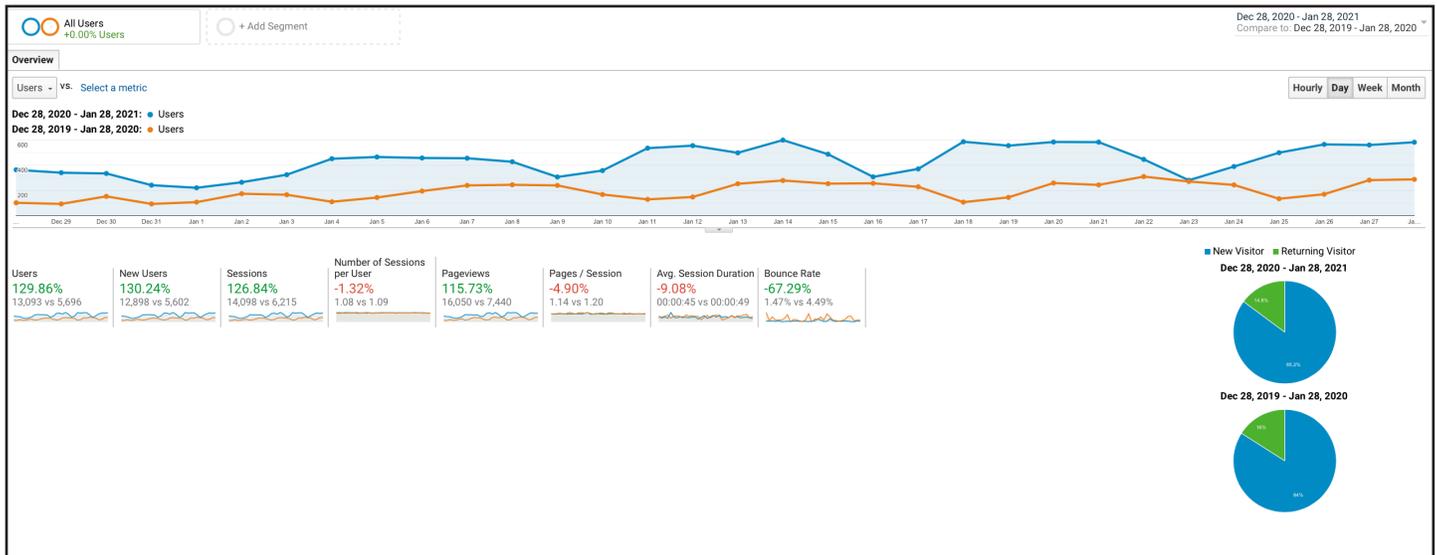
THE RESULTS

INCREASING THE RANKING POSITION FOR A COMMERCIAL REALTOR IN ANN ARBOR.

We worked with our client to develop a focused list of 10 commercial real estate terms, which we then targeted with our SEO strategy. Over the course of 6 months, we improved the average ranking position of these terms by 7.6 positions.

DOUBLING THE SITE TRAFFIC OF A LOCAL IT FIRM.

We've been working with a local IT company for many years, with ongoing success. In just the past year, we more than doubled their organic search traffic, increasing it by 144.8%. During that same time span, direct traffic grew by 59.8%.

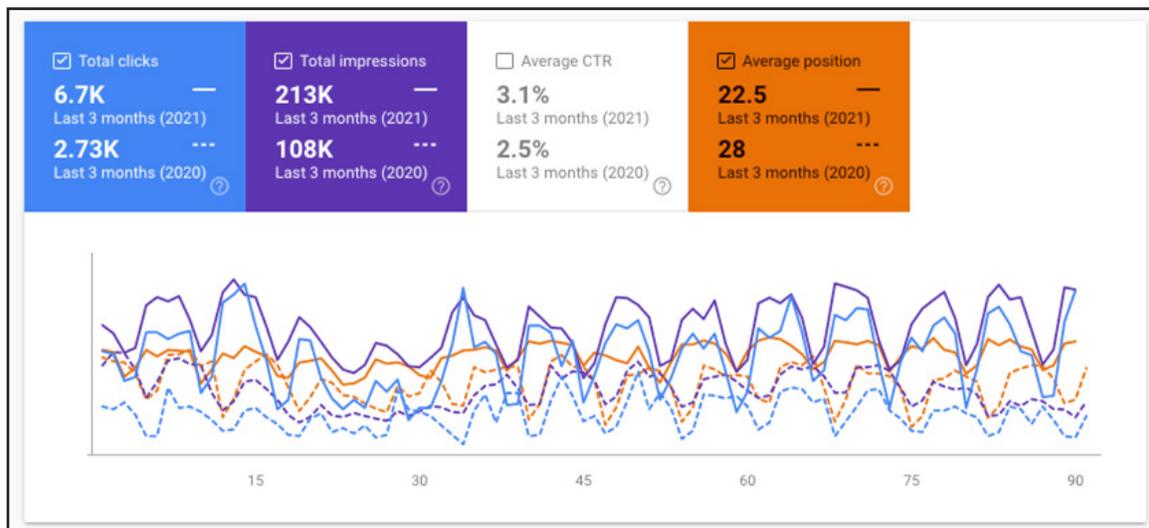


	Acquisition		
	Users	New Users	Sessions
	129.86% ↑	130.24% ↑	126.84% ↑
1 Organic Search	144.82% ↑		
2 Direct	59.83% ↑		

THE RESULTS: CONTENT & SEO

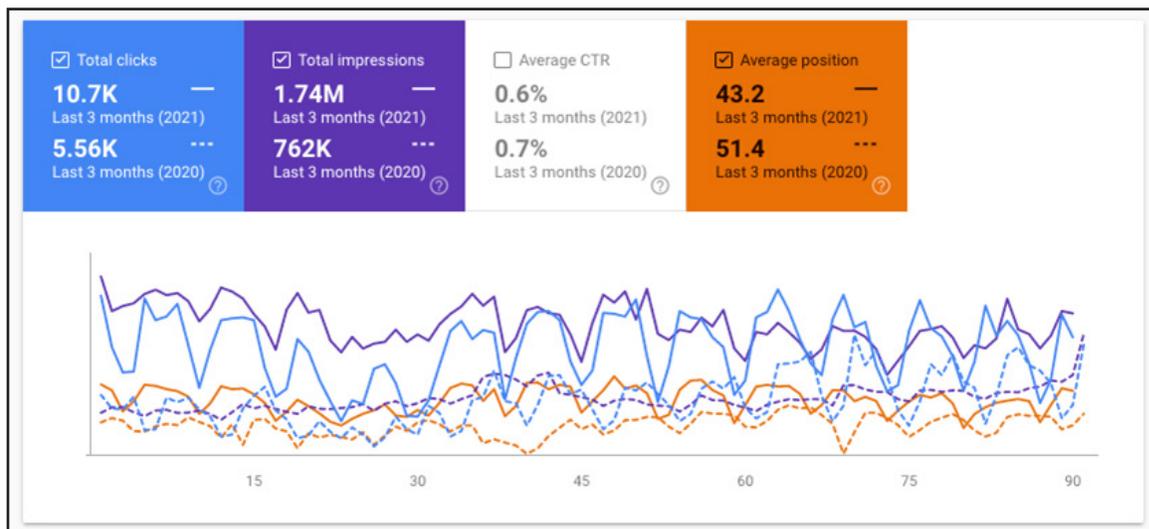
RAISING THE PROFILE OF A COMPUTER-AIDED ENGINEERING FIRM.

During the first year of SEO work for one of our clients, we achieved a 145% increase in clicks, a 97% increase in impressions, a .6% increase in click-through rate (CTR), and an increase by 5.5 positions on average for search results.



PRACTICING WHAT WE PREACH.

We follow the same process for our own website that we recommend to our clients. The last year has seen an increase in our own clicks by 92%, with a 128% increase in impressions, and an average key terms improvement of 8.2 positions.



THE RESULTS

RICH SNIPPETS.

On a final note, we've helped every one of our SEO clients gain featured snippets on Google, even for highly competitive key terms. Here's a roundup of some of our successes:

6 Signs That You Need A New Property Manager

- Your property is your greatest investment. ...
- Your vacancy rate is high, or your rent income is **low**. ...
- They're not properly qualifying tenants. ...
- You notice a pattern of tenant complaints. ...
- Your maintenance expenses are rising. ...
- You don't receive regular property inspection reports. ...
- They don't communicate well.

More items... • Oct 10, 2018

6 Signs That You Need A New Property Manager - Oxford Companies

<https://www.oxfordcompanies.com/.../6-signs-you-need-to-look-for-new-property-mana...>

6 Signs That You Need A New Property Manager



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5 Mobile Security Tips to Protect Sensitive Cell Phone Data

- Keep your OS up to date. Like computers, smartphone operating systems also require routine updates, often to fix security flaws. ...
- Use a password on your lock screen. ...
- Beware what you download. ...
- Take care with public Wi-Fi. ...
- Back up data and enable remote wipe. ...
- Don't panic—do take precautions.



5 Mobile Security Tips to Protect Sensitive Cell Phone Data - Brightline ...

<https://brightlineit.com/mobile-security-tips-protect-sensitive-cell-phone-data/>

5 Questions to Ask when Touring a New Office Location

- Can I build out this space? More and more frequently, **office** spaces have become part of a business's brand. ...
- Will I have options on adjacent **office** space? ...
- What's the surrounding neighborhood like? ...
- Who are my neighbors? ...
- What is security like in this **new office location**?

Mar 28, 2018



5 Questions to Ask when Touring a New Office Location ...

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wedding dress appointment etiquette



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About 1,100,000 results (0.44 seconds)

11 Wedding Dress Appointment Etiquette Tips

- Always make an **appointment**. ...
- Check with the store about their picture policy. ...
- Do you research (and bring pictures). ...
- **Dress** appropriately. ...
- Be on time, and be respectful of your **appointment** slot. ...
- Don't hide your budget. ...
- Give feedback (politely). ...
- Eat something!

[More items...](#)



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11 Wedding Dress Appointment Etiquette Tips - The White Dress

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THE RESULTS

Google search results for "new developments in ann arbor". The search bar shows the query and a magnifying glass icon. Below the search bar are navigation links: All, News, Maps, Images, Shopping, More, Settings, Tools. The results show approximately 16,900,000 results in 0.56 seconds.

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Search More New Homes Than Anywhere. Discover Yours In Ann Arbo...

New Ann Arbor Construction Developments for 2019

- **Ann Arbor** continues to be the center of **new development**, with more mixed-use high rises on the way. ...
- 19-story high-rise proposed behind Michigan Theatre. ...
- Plans for 13-story "Vic Village South" revealed. ...
- 28-bed affordable student housing on Hill St. ...
- 18-bed, four-story apartments near Elbel Field.

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Traffic Overview

We can help grow your site traffic in a targeted, sustainable way.

Our SEO efforts are based on two guiding principles. The first is that every action we take should be focused on drawing in traffic that will be relevant to your business. We don't care about growing raw numbers, we care about growing the right audience. Second, we want to be sure that whatever we do on your site lines up with Google's guidelines for sustainable SEO.

That means we won't target keywords just because they're popular, we won't engage in keyword cramming or anything else that will make your pages look disreputable, and we won't take any risks that might result in a penalty from Google.

Meanwhile, we use our marketing reports to provide transparency about the work we're doing, and to provide you and your time an opportunity to review our strategy and collaborate on ideas for future success.

SEO is a long-term strategy. We want our partnerships to be long-term, too.

If you're ready to start SEO work with our team, contact us today.

