

seo case study

Lessons & Live Entertainment



Campaign Information

Industry: Music & Entertainment — Lessons & Live Entertainment

Location: Long Island, NY

Campaign Start Date: 07/05/2019

SEO Hours per Month: 10

Campaign Type: Local

Goal: Increase keyword rankings to see more local, organic web traffic

Results

As our team worked on bringing the site in line with Google's E.A.T. search principles, the client saw measurable increases in digital traffic. Honing in on the brand's persona, our team set out to engage in the online conversation. Pushing for name recognition and digital clout, our team set out to engage in the industry's online conversation by engaging with 166 relevant articles and submitting hundreds of bookmarks and business citations. By strengthening the site, we saw over 500 incoming backlinks (a 48% increase), 35 new organic keyword associations, and a 900% increase in the site's previous year's recorded traffic.

Performance

KEYWORD PHRASE	START	CURRENT
private piano lessons long island ny	101	1
accordion lessons long island ny	101	1
musical entertainer long island ny	101	1
live musical entertainer long island ny	101	1
piano lessons long island ny	101	5



#1

current top keyword rank

217%

avg increase in organic traffic Y.O.Y.

112%

avg increase in referring domains Y.O.Y.

Top SEO Tasks

- 127 local, business, and classified directory submissions
- 791 work items completed
- 166 offsite articles engaged
- 241 website bookmarks
- 33 custom blog posts