

seo case study

Event Planning

Campaign Information

Industry: Event Planning - Weddings & Special Events

Location: Rockwall, TX

Campaign Start Date: 10/15/2021

SEO Hours per Month: 20

Campaign Type: Local

Goal: Increase digital presence and site visits with SEO

Results

With very little digital foot traffic to start, our team helped expand the website copy to support the words and phrases the client was ranking for. This new content along with custom blog posts and offsite industry engagements started gathering some well-deserved traffic, bumping monthly visits up from an average of 1 to 31 in just seven months. That's an increase of 133%! Work continued by unifying their company's business directory, submitting for digital bookmarks, and bolstering the search engine's trust, not only did keyword association jump from 57 to 92 keywords, the client's backlink portfolio saw a 23% average monthly increase and continues with an outstanding upwards trajectory.

Performance

KEYWORD PHRASE	START	CURRENT
castle event venue rockwall tx	27	3
castle wedding event venue rockwall tx	29	4
castle venue rockwall tx	39	5
castle wedding venue rockwall tx	51	6
private event wedding venue rockwall tx	101	7



14%

Avg increase in keyword association MoM

23%

Avg increase in backlinks MoM

133%

Avg increase in organic traffic MoM

Top SEO Tasks

- 24 custom blogs published
- 38 offsite industry engagements
- 28 business directory submissions
- 56 website bookmark submissions
- 8 onsite copy and content change recommendations