

CASE STUDY

Boosting Organic Traffic for a NYC Video Production Company

CLIENT BACKGROUND

Our client, a reputable video production company based in New York City, specialized in creating engaging video content for a diverse client base. Despite having a visually appealing website, the site struggled with low organic traffic, primarily due to poor search engine optimization (SEO). The website's pages were concise, lacking sufficient content and keyword integration to rank effectively in search results.

CHALLENGE

The primary challenge was enhancing the website's visibility and searchability to attract more visitors. The client's website did not utilize SEO best practices, which limited their online presence and ability to attract traffic through organic search.

SOLUTIONS IMPLEMENTED

To address these challenges, our team embarked on a comprehensive website rebuild. We focused on the following key strategies:

Content Enhancement

We expanded the existing web pages to include more detailed content that incorporated relevant keywords. This not only made the pages more informative but also improved their chances of ranking higher in search results.

Localized Content Creation

Recognizing the potential to capture local search traffic, we created localized content designed to convert. These pages were optimized for "near me" keywords, aiming to capture the attention of potential clients searching for local video production services.

AT A GLANCE

Challenges

- Visibility
- Searchability
- Online Presence
- SEO Best Practices

Benefits

- Low Monthly Cost
- Evergreen Content
- Lasting Results
- Organic Growth



RESULTS

- 10x increase in local search impressions
- 8x increase in local search clicks
- Several #1 keywords in local areas
- 2-5 new video projects per month from organic search