

# SEO Success

This is an online crowdfunding platform and website or fundraising of social, charity, movies, music, personal and creative causes.



## Prior to SEO

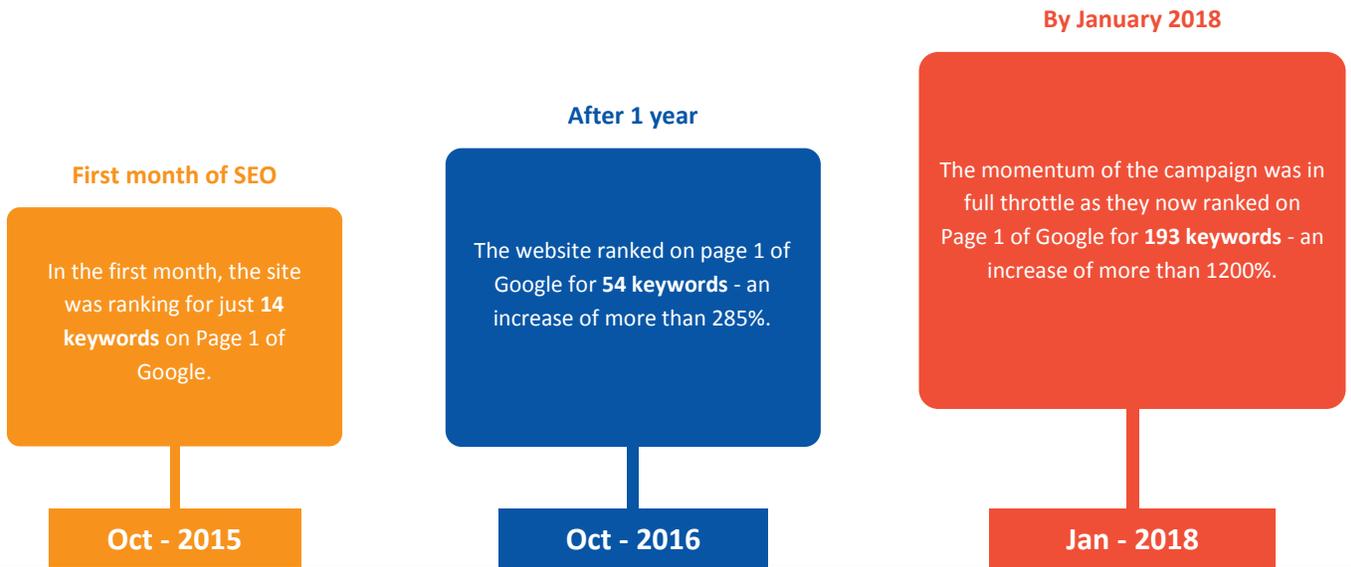
**Online crowdfunding platform** came to us in October of 2015, with some online presence. They wanted to improve their national presence by increasing organic rankings and traffic to their website and increase their clientele. At the time they signed on for our SEO services they had just few keywords ranking on the first page of Google.

## Our Approach

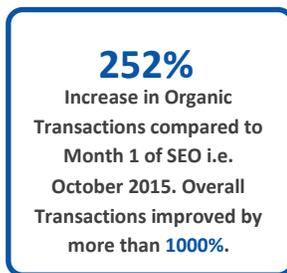
- We identified how potential customers were searching through extensive **keyword research**.
- We designed & implemented an SEO campaign that included **on-page** and **off-page optimization** around their targeted keyword terms.
- We ensured that all name, address, and phone number information was correct, complete and consistent across key sites, including top tier directories such as **Google My Business** and **Bing Local**.
- We developed and distributed **SEO friendly content** on relevant websites.
- We **created** and **distributed videos** and **presentations** about the business.

## Keywords Ranking on First Page in Major Search Engines\*





## Google Analytics data



\*Major Search Engines defined as Google and Bing