

Case Study

Low-Cost SEO Leads To 69% Website Traffic Increase

Business: Career Matters, a Denver-based career counseling service

Challenge: Increase volume of client leads from search engines at a minimum expense.

Solution: Keyword research followed by limited on-site and off-site search engine optimization (SEO).

We began with keyword research so we could determine the most important search engine keywords for attracting new clients in the local market. We focused on these six search terms:

Denver career counseling	Boulder career counseling
Denver career counselor	Boulder career counselor
Denver career coach	Boulder career coach



Our first task was on-site optimization. In order to keep costs down, we did not significantly modify the client's website. Instead, we focused on the HTML title tags, META description tags, and minor changes to the content. Next, we launched a simple SEO article syndication campaign to generate a large number of inbound links.

Results:

SEO efforts need time to take hold – usually 6 to 12 months. Despite the long time frame, **we noticed an increase in search engine traffic almost immediately**. After observing a baseline number of organic visits in October 2008, we observed the following:

- After 60 days, organic search engine visits increased by 19%.
- After six months, organic visits increased more than 30%.
- After nine months, organic visits **increased by more than 69%**.

Here are the search engine rankings for important keywords after 10 months:

Keyword	Google	Yahoo	Bing
Denver career counselor	1	2	2
Boulder career counselor	3	8	1
Denver career counseling	2	3	4
Boulder career counseling	3	4	1
Denver career coach	5	6	6
Boulder career coach	2	2	1

We achieved top three placement for five of the six targeted terms on Google and top 10 placement for all terms on all major search engines. As expected, Career Matters noticed a significant increase in new business coinciding with our marketing efforts.