



OVERVIEW



- Large telecommunications client with robust product offering site that varied by state
- Unique Espanol site
- Needed to improve it's ranking for key Spanish terms
- Only a small fraction of traffic coming from search engines
- New social media profiles

➤ CHALLENGE/OPPORTUNITY

- Increase visibility of site and social media profiles
- Improve our ranking in SERPS for key traffic driving terms
- Site was a challenge with dynamic URLs and very state specific content



RESEARCH

- Comprehensive Keyword Analysis
- Technical Site Audit
 - Accessibility, Content, HTML, Link building
- Competitor Analysis



Proposed Keywords
The below list provides a summary of the proposed keywords as well as the relative score of each, any rankings (Google/Yahoo!) and the number of instances on the site.

Digital FLEISHMAN HILLARD
Overview Summary Analysis FAQ Glossary

Sort by Overall Score

Keyword	Category	Overall Score	Score	Google Rank	Yahoo Rank	Feedback	Notes
Widget 1	Widget	99		7	10		
Widget 2	Widget	99		-	169		
Widget 3	Widget	95		1	1		
Widget 4	Widget	83		20	-		
Widget 5	Widget	83		20	-		
Widget 6	Widget	82		26	-		
Widget 7	Widget	81		-	-		
Widget 8	Widget	77		1	124		
Widget 9	Widget	77		1	9		
Widget 10	Widget	62		33	-		
Widget 11	Red Widgets	58		-	-		
Widget 12	Red Widgets	55		-	-		
Widget 13	Red Widgets	54		13	2		
Widget 14	Red Widgets	54		8	1		
Widget 15	Red Widgets	49		14	13		
Widget 16	Red Widgets	49		34	-		
Widget 17	Red Widgets	47		-	-		
Widget 18	Red Widgets	45		12	9		
Widget 19	Red Widgets	45		73	61		
Widget 20	Red Widgets	45		1	1		
Widget 21	Red Widgets	44		6	81		
Widget 22	Red Widgets	43		-	-		
Widget 23	Red Widgets	42		-	-		
Widget 24	Red Widgets	40		-	-		
Widget 25	Red Widgets	40		67	-		
Widget 26	Red Widgets	39		-	184		
Widget 27	Red Widgets	38		39	-		
Widget 28	Red Widgets	37		-	-		
Widget 29	Red Widgets	37		84	-		
Widget 30	Red Widgets	32		-	-		
Widget 31	Red Widgets	31		10	14		

STRATEGY & TACTICS

- Implemented small PPC campaigns
- Constant page optimization and consultation on new website
- Link building

RESULTS & SUCCESS

Since implementing campaign in late 2009 ...

- Traffic from search engines is up 17%
- Number of keywords driving traffic from Google is up 31%
- Increase in traffic from unbranded terms
- Pages indexed increased by 34%