

# Introduction

On-Page is the heart of Optimization and is the key to driving lasting free traffic to your target website. The samples below show examples of our expertise in On-Page optimization and the subsequent effect on the target site.

The three samples show increasing amounts of complexity from the simplest to target websites requiring redesign. This specific study focuses on the US Market.

## Website Sample 1

### CHALLENGES:

- The Target website is a Law Practice Website servicing a dense metropolitan area.
- The Target Website has a duplicate website which was penalized on the last Penguin update. Both sites were not ranking.

Website 1		Website 2	
Keyword	Google.com position	Keyword	Google.com position
denver child custody attorney	24	denver child custody attorney	86
denver divorce lawyers	53	denver divorce attorney	95
divorce lawyers denver	55	denver divorce attorneys	118
denver divorce attorneys	58	denver divorce lawyer	148
divorce lawyers in denver	60	denver divorce lawyers	104
divorce attorneys denver	61	denver family law attorney	181
divorce attorney denver	63	denver family law attorneys	173
denver divorce attorney	64	denver family lawyer	-
denver family lawyer	67	divorce attorney denver	88
denver family law attorneys	75	divorce attorney denver co	188
divorce attorney denver co	80	divorce attorneys denver	110
denver family law attorney	81	divorce lawyer denver	157
family law attorney denver	88	divorce lawyer denver co	197
family lawyer denver co	115	divorce lawyers denver	107
divorce lawyer denver	116	divorce lawyers in denver	115
denver divorce lawyer	124	family law attorney denver	158
		family lawyer denver co	109
		family lawyer denver	192

- Content is duplicated across both sites.
- Meta Content was inconsistently present through the site with less than half the pages having meta content.
- Both sites did not update content since 2013.
- Backlink Profile was bad with an excessive abuse of exact match keywords.

### METHODOLOGY:

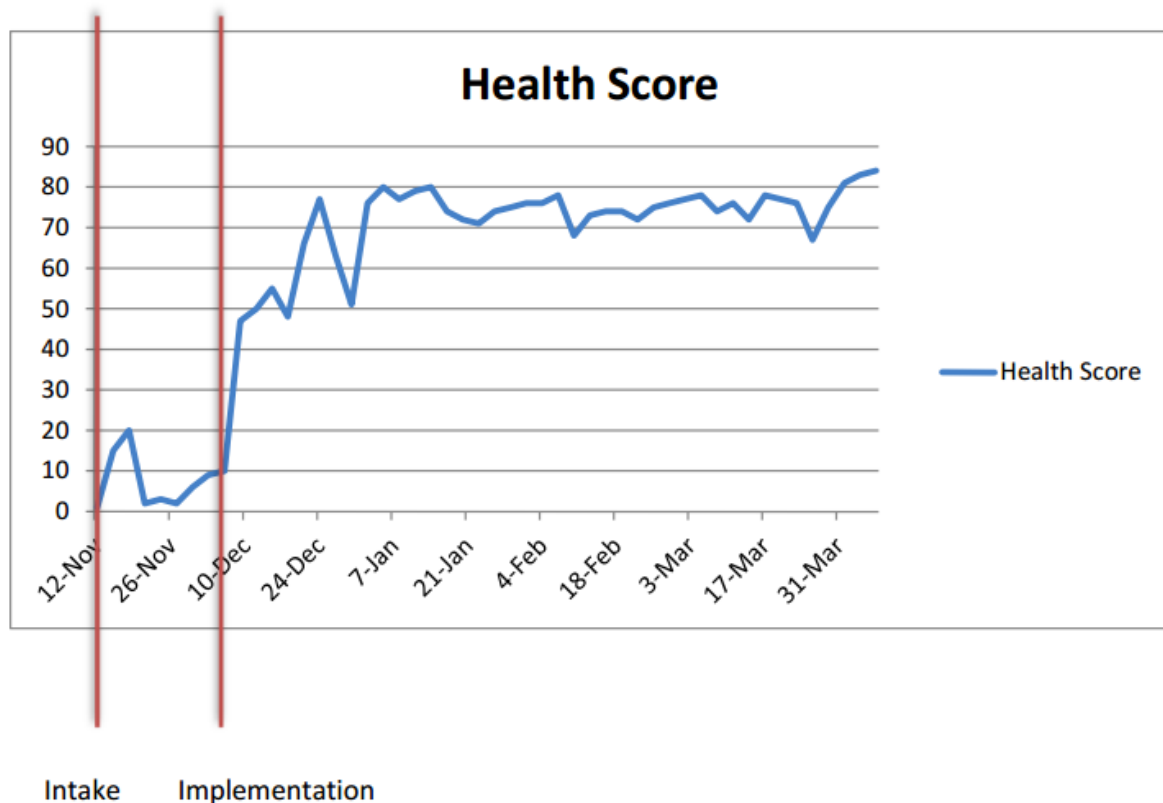
- It was imperative that either both sites be consolidated into one or abandon the less performing site with the weaker page rank to prevent Panda penalties and prevent keyword performance cannibalization.
- Content on the site had to be optimized for better Keyword targeting and focus efforts for ranking on the appropriate pages.
- Rankings need to be spread through other relevant pages and not focused entirely on the homepage.
- The imbalanced digital portfolio also needs addressing but is not part of this study.

## PROCESS:

- The Campaign began with an intake assessment to identify the semantically relevant terms to the page, potential keywords that were low hanging fruit, and Google's current understanding of the context of the site.
- From the initial assessment, Keywords were selected that had existing impressions in the Search Console, Search traffic in Analytics and were relevant to the audience of the site.
- The structure of the site was assessed so that contextual related pages were organized together.
- Content was rewritten for 10 pages of the site covering 40 Keywords that were agreed with the client.
- Meta Titles and Descriptions were written for all the target pages.
- Existing rich content formats were spread in contextually related pages to improve indexing speed and page quality.
- Recommendations to address the website's mobile compatibility were submitted.

## THE RESULTS:

- The website gained over 20 keywords in the top 3 pages within 2 weeks post implementation.



- 8 of the 40 keywords went into position 1 on SERP's within a 5-month period.
- After 1 year, the optimization ranked up to 70 Key phrases on the top 5 Positions of SERP's and another 100 key phrases on the first page.



- The Site owner eventually turned off their SEM campaign because the organic visibility was driving more than sufficient leads and calls to the business.

## Website Sample 2

### CHALLENGES:

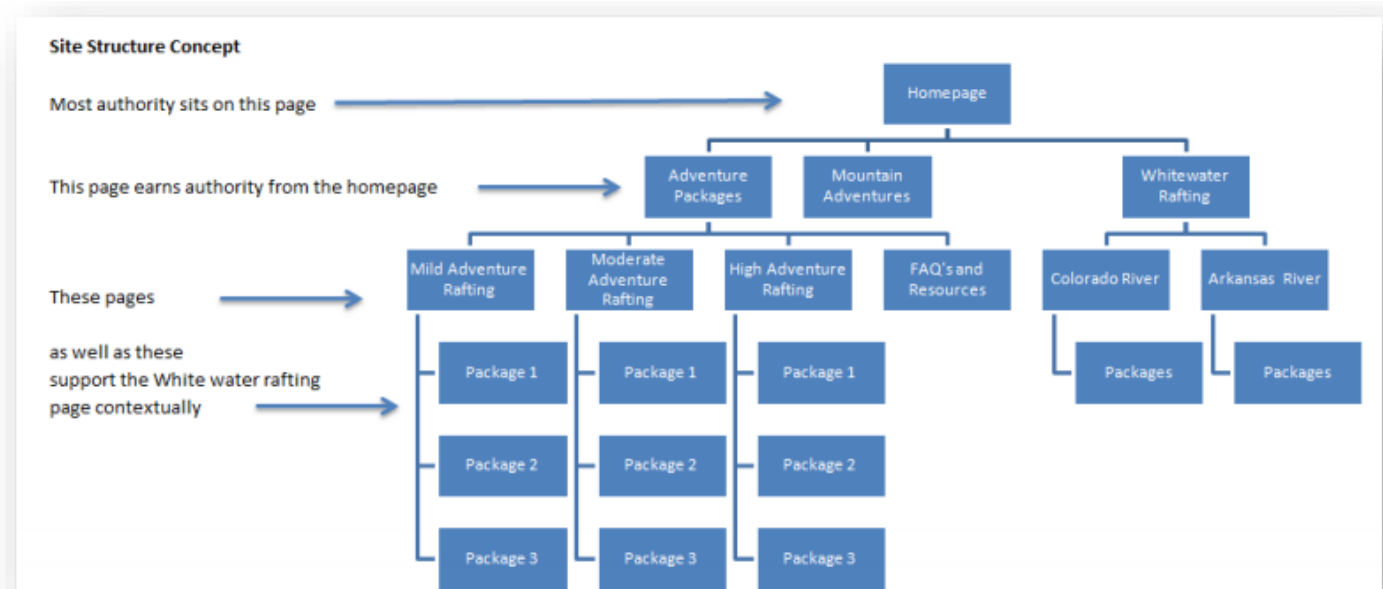
- The second target website is a touring, recreation and hospitality website.
- Although the website already had good traffic and rankings in the first page, the website owner's objective was to achieve above the fold rankings specifically positions 1, 2, and 3.
- Most of the rankings on the website were for the homepage instead of the correctly matched inner pages.
- The homepage needed to be overtaken by inner pages in order to beat the competition above the fold of Search.

### Intake Rankings

Keyword	Google.com position
arkansas river rafting	4
rafting arkansas river	4
royal gorge white water rafting	4
colorado rafting	6
rafting in colorado	8
rafting colorado	8
white water rafting colorado	9
colorado white water rafting	10
whitewater rafting colorado	11
colorado rafting trips	11
white water rafting in colorado	11
colorado whitewater rafting	11
colorado river rafting trips	23
colorado river rafting	26

### METHODOLOGY:

- Because the site was no stranger to SEO or site optimization, no new Keyword selection was necessary. It was important to decide which pages needed to rank for each term and keyword group.
- Content on the site had to be optimized for better Keyword targeting and focus efforts for ranking on some of the inner pages.
- Trust signals needed to be integrated into the website.
- The page hierarchy structure needed to be changed so that pages with contextually related content supported each other.



- The inner page content needed improvement and optimization.
- Inner linking had to be addressed so that the homepage did not cannibalize all the rankings.
- Outbound links from the target pages were limited to less than 40 do follow outbound links per target page.
- Keyword stuffing issues had to be addressed and the content was rewritten to modern search engine levels of Keyword density acceptability.
- Several Months of On-Page optimization needed to be done to either optimize the target pages or contextually support them.

## THE RESULTS:

- The website gained less reliance on ad spend as traffic improved from 2,404 visitors to 4,164 visitors, a 73% increase in traffic.
- The number of ranking terms for the website increased from 370 to over 800 key phrases in top 5 positions.



- Optimization resulted in over 50 terms ranking on positions 1 2 and 3 of SERP results including the top 4 terms of interest.
- Rankings were augmented by incidental gains from the local Snack Pack results.

Engine	Search Term	Position	Tag Position	Daily	WTD	MTD	Serps	Searches	Rank Trend
	adventure expeditions	1	SR 1	-	-	-	3.6M	320	
	brown canyon rafting	3	SR 3	-	-1	-	961K	70	
	browns canyon rafting	3	SR 3	-	-1	-	44K	1K	
	overnight rafting trips	3	SR 3	+1	+2	+2	243K	50	
	rafting browns canyon	3	SR 3	-	-1	-	44.1K	50	
	rafting royal gorge	3	SR 2	-	-	-	131K	140	
	royal gorge rafting	3	SR 2	-	-	-	131K	2.4K	
	royal gorge rafting trips	3	SR 3	-	-	-	64.2K	70	
	royal gorge river rafting	3	SR 2	-	-	-	65.3K	140	
	royal gorge white water rafting	3	SR 2	-	-	-	85K	320	
	royal gorge whitewater rafting	3	SR 2	-	-	-	66.7K	70	
	white water rafting royal gorge	3	SR 2	-	-	-	85.1K	210	
	whitewater rafting royal gorge	3	SR 2	-	-	-	81.1K	30	
	arkansas river rafting	4	SR 4	-	-	+4	180K	720	
	arkansas river white water rafting	4	SR 4	-	-	-	324K	110	
	atv tours colorado	4	SR 3	-	-	-	118K	140	

Organic Results

Snack Pack

- Improving the quality of the target landing pages also improved user experience, increasing average time spent on each page and decreasing the bounce rate to the relevant pages.