



Strategic Website Optimization – Best Corporate Events

www.Bestcorporateevents.com

Objective:

Utilizing historical website search data, we aim to identify high value keywords that we can use to strategically position the existing content and pages to produce both more organic search traffic as well as more high quality leads that will convert into high value customers that are looking to schedule team building events for their employees.

KPIs to optimize:

Non-Brand Organic Search Traffic
Leads and Calls

Result:

Clients traffic was flat year over year before we started in September of 2019.

From the Period December 2019 through February 2020, Best Corporate Events gained 44% in organic traffic year over year with a 24% increase in quality leads

Process:

1. Fact Finding:

We initially spent time with the client to determine who their ideal prospects are as well to better understand past and current marketing efforts to determine what has been effective as well as ineffective.

The key findings from this were that larger group sizes are ideal (results in more revenue) and that their customers value the ease of use of their website and being able to find the information they are looking for quickly. We will need to find a way to build additional content

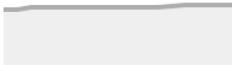
for better search rankings without adding a bunch of filler or fluff that could negatively impact user experience and conversions.

2. Technical Review

Before we start optimizing a site, we thoroughly review and make recommendations on what needs to be technically fixed in order to provide a solid foundation where our efforts will be indexed quickly and be as effective as possible. We have found that fixing basic problems can increase organic site traffic very quickly in some cases. We try and get all the low hanging fruit we can up front to produce the best result in the shortest amount of time.

On page issues are addressed in the keyword strategy/on page implementation documentation.

Here are some of the top issues that were addressed on the Best Corporate Site:

Orphaned Search Console Pages		30
Unlinked Paginated Pages		93
High External Linking		240
Non-indexable Pages with Search Impressions		14
Max Mobile Description Length		67
Max Description Length		30
Empty Pages		2
Max Links		13
Broken Pages with Traffic		1
Pages with Duplicate Body		1

3. Keyword identification/segmentation

Based on our initial fact finding, we found that keywords that content the word “corporate” have both significant search volume and produce larger group sizes and ultimately more revenue for Best Corporate Events. These keywords were identified and assigned to pages.

4. Strategic implementation documentation

A series of high impact implementation documents were created to put the right keywords in the right places and to test the impact of these changes on the pages. This information is presented in a concise and easy to follow format and transparently shared with the client.

BCE - low hanging fruit implementations x ☆ 📄
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	A	B	C	D
1	keyword for title	url	current title	new title
2	team building boston	https://bestcorporateevents.com/featured-locations/boston-ma/	Team Building in Boston Fun Activities for Corporate Groups	Team Building Boston Fun Activities for
3	team building columbus ohio	https://bestcorporateevents.com/featured-locations/columbus-oh/	Team Building Columbus, Ohio Fun Activities for Corporate Groups	Team Building Columbus, Ohio Fun Act
4	team building dallas	https://bestcorporateevents.com/featured-locations/dallas-tx/	Team Building in Dallas Fun Activities for Corporate Groups	Team Building Dallas Fun Activities for
5	team building activities denver	https://bestcorporateevents.com/featured-locations/denver-co/	Team Building Denver Fun Activities for Corporate Groups	Team Building Activities Denver Fun Ev
6	team building fort worth tx	https://bestcorporateevents.com/featured-locations/fort-worth-tx/	Team Building Fort Worth Events for Corporate Groups in Texas	Team Building Fort Worth, TX Events fc
7	team building activities houston	https://bestcorporateevents.com/featured-locations/houston-tx/	Team Building Houston Activities for Corporate Groups	Team Building Activities Houston Event
8	team building activities indianapolis	https://bestcorporateevents.com/featured-locations/indianapolis-in/	Team Building Indianapolis Activities for Large Corporate Groups	Team Building Activities Indianapolis Ev
9	team building las vegas	https://bestcorporateevents.com/featured-locations/las-vegas-nv/	Team Building Las Vegas Fun Activities for Corporate Groups	Team Building Las Vegas Fun Activities
10	fun group activities in twin cities	https://bestcorporateevents.com/featured-locations/minneapolis-mn/	Team Building Minneapolis Fun Group Activities in Twin Cities	Fun Group Activities in Twin Cities Even
11	team building nashville	https://bestcorporateevents.com/featured-locations/nashville-tn/	Team Building Nashville Fun Activities for Corporate Groups	Team Building Nashville Fun Activities f
12	corporate events nyc	https://bestcorporateevents.com/featured-locations/new-york-city-ny/	Corporate Events NYC Fun Team Building Activities	Team Building NYC Fun Group Activitie
13	team building activities portland	https://bestcorporateevents.com/featured-locations/portland-or/	Team Building Portland Fun Activities for Corporate Groups	Team Building Activities Portland Fun E
14	team building activities raleigh nc	https://bestcorporateevents.com/featured-locations/raleigh-nc/	Team Building Raleigh NC Activities for Corporate Groups	Team Building Activities Raleigh NC Ev

5. Measuring and Reporting

We regularly update the stats of every page that we optimize to ensure that each specific change is tracked and is producing a positive result. This is very important as our strategy is fluid and is adapted based on ranking data, click-through-rates (from search console), and overall search volume. We track the before and after based on the specific implementation date for the changes. This data is shared with the client and used along with the high-level reporting to measure the effectiveness of the campaign and any specific changes/strategy. As indicated at the beginning, this process produced a massive increase in traffic and leads for Best Corporate Events which continues today.

	A	B	C	D	E	F	G	H	I
1	Page	CTR 11 4 2	CTR 2	CTR Differenc	keyword	search volum	modifi	AVG Position 11 4 2019 OLD	AVG Position 2 3 2020 NEW
2	https://bestcorporateevents.com/featured-locations/des-moines-ia/	0.00%	0.00%	0.00%	team building des moines	30		17	29
3	https://bestcorporateevents.com/featured-locations/tempe-az/	0.00%	0.00%	0.00%	team building activities tempe az	10		40.66	17
4	https://bestcorporateevents.com/featured-locations/birmingham-al/	0.00%	0.00%	0.00%	fun team building activities birmingham	10		30.17	29
5	https://bestcorporateevents.com/featured-locations/grand-rapids-mi/	1.82%	1.22%	-0.60%	team building grand rapids mi	20		25.53	12
6	https://bestcorporateevents.com/featured-locations/toronto-on/	0.00%	0.00%	0.00%	team building toronto	20		46.08	0
7	https://bestcorporateevents.com/featured-locations/st-petersburg-fl/	0.00%	0.00%	0.00%	team building st petersburg	10		0	56
8	https://bestcorporateevents.com/featured-locations/tulsa-ok/	0.00%	0.00%	0.00%	team building activities tulsa	30		34.67	27
9	https://bestcorporateevents.com/featured-locations/sarasota-fl/	0.00%	0.00%	0.00%	team building sarasota	10		0	0
10	https://bestcorporateevents.com/featured-locations/rochester-mn/	0.88%	0.49%	-0.39%	team building rochester mn	10		16.25	4
11	https://bestcorporateevents.com/featured-locations/chattanooga-tn/	0.00%	0.00%	0.00%	chattanooga team building	30		30.75	29
12	https://bestcorporateevents.com/featured-locations/greensboro-nc/	0.00%	0.00%	0.00%	greensboro team building	10		61.69	26
13	https://bestcorporateevents.com/featured-locations/durham-nc/	0.00%	0.00%	0.00%	team building activities durham	10		34.44	32
14	https://bestcorporateevents.com/featured-locations/honolulu-hi/	3.12%	3.94%	0.82%	team building activities oahu	50		24.12	5