

2017

SEO CASE STUDY

Tale of BlurbPoint's Client

This Document showcases & explains the Online Visibility and SEO journey of one of the clients of **BlurbPoint Media**. Broad overview of one of the SEO Projects of BlurbPoint Media.

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MEDIA PRIVATE LIMITED
Success - Just a Click Away!



CLIENT

Empire Limousine – World Class Limo Service in New Jersey

- Service – Search Engine Optimization

BUSINESS
BACKGROUND

This website offer many different services such as airport transportation, private aviation services, pier and cruise transportation, wedding and prom transportation, drives to casinos or business travel, family travel, and many more! Empire Limousine is one-stop destination for all your transportation needs.

At Empire Limousine, they are highly focused on customer satisfaction. Their professional chauffeurs ensure you have comfort and safety while they drive you through the busiest streets of cities or calm countryside roads.

PROJECT GOAL

This leading website was losing their online visibility, and they got in touch with BlurbPoint Media for web development strategy and a complete, full-spectrum SEO campaign. The client's goal was to get on top for the major keywords like

- ✓ Airport limo car seat
- ✓ Car service to ewr
- ✓ Limo from ewr
- ✓ Taxi service with car seat
- ✓ Baby furniture package

And others 25 Keywords and utilize organic search (SEO) to increase lead volume and market share.

TASKS &
CHALLENGES

- Keyword research for effective Internet Marketing
- Content Marketing to attract potential customers
- Make the website SEO friendly to get crawl frequently
- Optimize the targeted keywords in Major Search engines
- Promote website on major social media platform
- Increase the Organic traffic on the website

ACTIONS

The Link Building campaign was started in **Feb 2017**, as a result of significant jumps in ranking in the first month (Trial Plan), client went forward with 6-month organic search contract.

SEO Team at BlurbPoint developed promotional materials like PPTs, did Content Marketing, created and optimized YouTube videos, integrated and promoted strategic social channels and executed ethical Link building stuff and build links in athoritative local business listing sites to achieve rankings and to drive traffic.

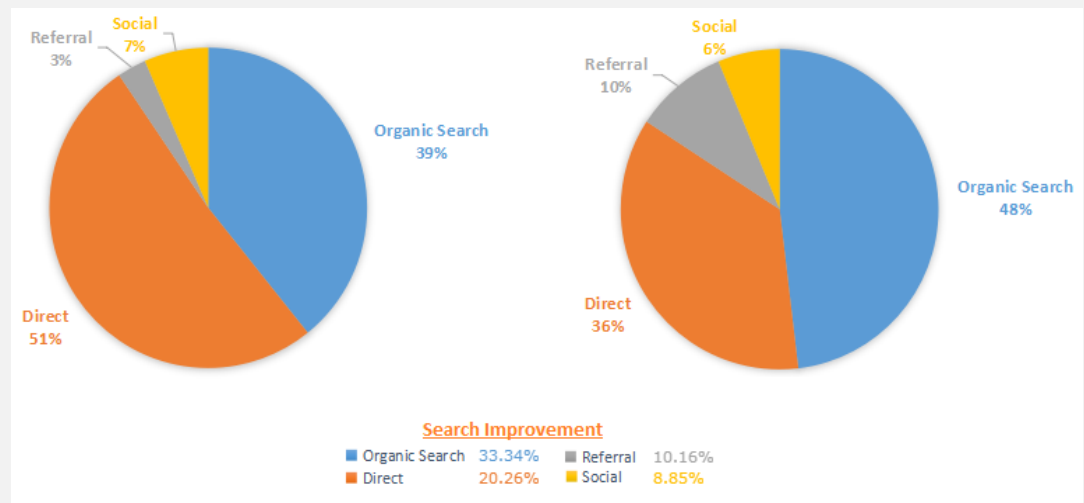
RESULTS

After 6 months of Web-promotion and SEO strategy, client reported the following result as per their campaign:

- ✓ Total organic traffic increase of 31.05% in just 6 months

These are significant numbers, the most important of which being the number of additional inbound leads.

Below Snapshot describes the increase in Organic Traffic



RANK REPORT

Below Keywords are well optimized for the Client's website and are ranking in Top 5 i.e. the first page of Google.com

Keywords	Current Rank (Jul'2017)	Initial rank (Feb'2017)
airport limo car seat	2	6
limo from ewr	10	18
taxi service with car seat	5	156
limo to ewr	7	20
limo to newark airport	9	93