

SEO Content Marketing Case Study for Young Composers

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The Client : Young Composers

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The Challenge

The Young Composers team came to us bewildered as to why their forum website wouldn't rank well on Google. They were only targeting a couple of keywords and had yet to see their site on the first page for either one. With the first page dominated by older websites and bigger players, we were charged with the task of making a place for Young Composers on Google's first page. We had to devise an SEO content marketing strategy that would transform their poorly optimized site into a highly visible & successful one.

The Plan

- Intensive keyword research and analysis.
- Add more keywords to the SEO content marketing campaign for better visibility. This doubled as a confidence boosting measure for the client.
- Comprehensive website analysis including rewriting meta details, and examining the URL structure.
- Carry out aggressive link building strategy, smartly focusing on competitive keywords for high traffic.

The Results

- First page rankings for highly competitive keywords.
- Top-five rank achieved for high volume keywords.
- Higher rankings for keywords previously ranked below 50 results.
- Increase in forum traffic through natural search rankings.