

SEO Case Study - Myrtle Beach Sign-A-Rama

One of our clients came to us asking for help getting their website noticed more or even found on the internet. They were getting absolutely no leads at all because they were buried deep in the search engine listings. They knew we have the experience to provide them with the help they needed since Marketing Provisions is the #1 organic (not paid for) position on Google for the search term "SEO Company in Myrtle Beach" They also knew that not only do we have successful SEO campaigns, in the Myrtle Beach area but we also have clients all around the world such as North Carolina, Florida, Colorado and Australia.

As with all of our clients, our first process is to analyze and research any existing website or web presence. Their current website at the time, turned out to be a subdirectory of the national website. After our analysis, we were left with a couple of options.

1. Continue using the National website and change what little we could have access to and probably get nothing out of it in return.

or

2. Build a new and separate website that we had full control over.

Well we did both, but we were careful not have duplicate content! On their national website we re-titled their homepage and re-wrote their content. We also had access to change some meta information. We knew this wasn't going to solve all their problems because Google themselves have over 200 ranking factors they take into account to place or rank websites higher in organic search engine listings.



So on August 13th, 2013 we registered a new domain name that they could call their very own. Then we started building a new CMS (Content Management System) website from the ground up and structured it according to Marketing Provisions standard of web design and page structure along with our other various skills of course.

We also coordinated with them to get their services keywords or keyword phrases and then included these within their new website. After approximately 4 weeks of web design, copywriting and also making sure we succeeded in meeting all of Google's requirements, we then built a sitemap and submitted to the (3) major search engines, Google, Yahoo and Bing.

Afterwards we started tracking our work with our various SEO software and Google analytics. Within a very short period of time (less than 6 weeks) we were a huge success. Google absolutely loved us and we began seeing ourselves on the first couple

of pages for various search terms! It wasn't over yet though. We had set out on a mission for (42) keyword search terms. Within (3) months we did it and (38) keywords are on the first page of the search engines.

Oh, did we forget to mention that the national website has also progressed further up in rankings as well but nowhere near the results of having their own website designed by Marketing Provisions.

In the following pages you will see real examples of our hard work and dedication to our own "White Hat" SEO process for our client.

Rankings Report for www.myrtlebeachsign-a-rama.com

For All Engines

42

Total Keywords

20

Rankings in **Top 3**

35

Rankings on **First Page**

38

 Rankings Improved

16

 Rankings Declined

Rankings Updated Weekly (Every Tuesday)

Change calculated from previous week

Keyword Labels	Google US		Bing en-US		Yahoo US	
	Rank	Change	Rank	Change	Rank	Change
back lit signs myrtle beach	1	0	1	 > 49	1	 > 49
banner stands myrtle beach	1	0	1	 > 49	1	 > 49
banners signs myrtle beach	22	 6	7	 > 43	7	 > 43
boat graphics myrtle beach	7	0	11	 > 39	1	 > 49
boat lettering myrtle beach	11	 2	1	 > 49	1	 > 49
building signs myrtle beach	18	 3	1	 > 49	1	 > 49
bumper stickers myrtle beach	13	 1	13	 > 37	Not in Top 50	
buntings myrtle beach	Not in top 50	 > 18	4	 > 46	14	 > 36
car wraps myrtle beach	10	0	7	 > 43	7	 > 43
channel letters myrtle beach	3	 1	1	 > 49	1	 > 49
custom banners myrtle beach	16	 2	2	 > 48	12	 > 38
custom signs myrtle beach	31	 1	16	 > 34	7	 > 43
digital signs myrtle beach	29	0	19	 > 31	8	 > 42
fabric banners myrtle beach	1	0	1	 > 49	1	 > 49
flags myrtle beach	Not in Top 50		Not in Top 50		Not in Top 50	
floor decals myrtle beach	3	0	1	 > 49	1	 > 49
hdu signs myrtle beach	1	0	2	 1	2	 > 48
inflatables myrtle beach	Not in Top 50		Not in Top 50		Not in Top 50	
led lighted signs	Not in Top 50		Not in Top 50		Not in Top 50	

Keyword Labels	Google US			Bing en-US			Yahoo US		
	Rank	Change		Rank	Change		Rank	Change	
led signs myrtle beach	18	↑	1	9	↑	> 41	7	↑	> 43
magnetic signs myrtle beach	36	↑	2	1	↑	> 49	1	↑	> 49
mesh banners myrtle beach	1		0	1	↑	> 49	1	↑	> 49
neon signs myrtle beach	27	↓	2	7	↑	> 43	Not in Top 50		
pennants myrtle beach	5	↑	9	5	↑	> 45	5	↑	> 45
safety signs myrtle beach	11		0	1	↑	> 49	1	↑	> 49
sand blasted signs myrtle beach	20	↓	10	3	↑	> 47	4	↑	> 46
sidewalk signs myrtle beach	2		0	12	↑	> 38	2	↓	1
Sign company myrtle beach	9	↑	1	7	↑	> 43	7	↑	> 43
sign repair myrtle beach	19	↑	2	14	↑	> 36	14	↑	> 36
signs myrtle beach	13	↑	4	Not in Top 50			Not in Top 50		
slim edge lit signs myrtle beach	1		0	1	↑	> 49	1	↑	> 49
traffic signs myrtle beach	Not in top 50	↓	> 12	1	↑	> 49	1	↑	> 49
truck wraps myrtle beach	13	↓	1	8	↑	> 42	8	↑	> 42
van wraps myrtle beach	12	↑	2	7	↑	> 43	7	↑	> 43
vehicle decals myrtle beach	23	↓	1	6	↑	1	6	↑	> 44
vehicle lettering myrtle beach	19	↓	1	2	↑	> 48	2	↑	> 48
vehicle wraps myrtle beach	13	↓	1	5	↑	> 45	5	↑	> 45
vinyl banners myrtle beach									
vinyl lettering myrtle beach	10	↓	2	1	↑	> 49	1	↑	> 49
wall decals myrtle beach	22	↓	11	2	↑	> 48	2	↑	> 48
window decals myrtle beach	14	↓	3	5	↑	> 45	5	↑	> 45
yard signs myrtle beach	36	↑	> 14	6	↑	> 44	6	↑	> 44

Rankings Report for www.myrtlebeachsign-a-rama.com

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Rankings on **First Page**

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 Rankings Improved

22

 Rankings Declined

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Change calculated from previous week

Keyword Labels	Google US		Bing en-US		Yahoo US	
	Rank	Change	Rank	Change	Rank	Change
back lit signs myrtle beach	1	0	1	0	1	0
banner stands myrtle beach	2	 1	1	0	1	0
banners signs myrtle beach	29	 18	10	 3	20	 13
boat graphics myrtle beach	8	0	3	 2	3	 2
boat lettering myrtle beach	9	 1	12	 11	2	 1
building signs myrtle beach	8	 6	1	0	1	 10
bumper stickers myrtle beach	9	 4	9	0	9	0
buntings myrtle beach	45	 >5	15	 11	15	 11
car wraps myrtle beach	10	 1	10	 4	10	 4
channel letters myrtle beach	1	0	1	0	1	0
custom banners myrtle beach	14	 1	3	 1	3	 1
custom signs myrtle beach	15	 2	3	 >47	3	 9
digital signs myrtle beach	12	 7	3	 1	3	 1
fabric banners myrtle beach	1	0	1	0	1	0
flags myrtle beach	Not in Top 50		Not in Top 50		Not in Top 50	
floor decals myrtle beach	2	0	1	 1	1	 1
hdu signs myrtle beach	1	0	2	0	2	0
inflatables myrtle beach	27	 17	Not in top 50	 > 25	35	 11
led lighted signs	Not in Top 50		Not in Top 50		Not in Top 50	

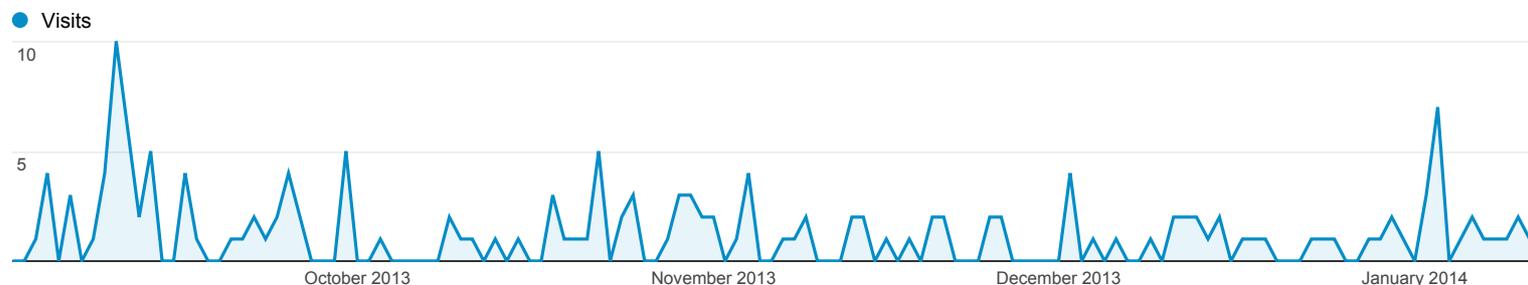
Keyword Labels	Google US			Bing en-US			Yahoo US		
	Rank	Change		Rank	Change		Rank	Change	
led signs myrtle beach	9	↑	2	30	↓	23	19	↓	12
magnetic signs myrtle beach	12	↑	15	2	↓	1	2	↓	1
mesh banners myrtle beach	1		0	1		0	1		0
neon signs myrtle beach	9	↑	17	10	↓	6	10	↓	6
pennants myrtle beach	10	↑	9	7	↓	2	16	↓	11
safety signs myrtle beach	3	↑	8	11	↑	> 39	3	↑	8
sand blasted signs myrtle beach	6	↑	15	4	↓	2	4	↓	2
sidewalk signs myrtle beach	1	↑	1	1		0	1		0
Sign company myrtle beach	7	↑	1	12	↓	7	12	↓	7
sign repair myrtle beach	4	↑	1	4	↓	1	4	↓	1
signs myrtle beach	10	↑	2	Not in Top 50			Not in Top 50		
slim edge lit signs myrtle beach	1		0	1		0	1		0
traffic signs myrtle beach	12	↑	> 38	1		0	1		0
truck wraps myrtle beach	10	↑	2	7	↓	1	7	↓	1
van wraps myrtle beach	7	↑	4	8	↓	2	8	↓	2
vehicle decals myrtle beach	8	↑	3	8	↓	2	8	↓	2
vehicle lettering myrtle beach	8	↑	3	2	↑	1	2	↑	1
vehicle wraps myrtle beach	10	↑	2	8	↓	3	8	↓	3
vinyl banners myrtle beach	6	↑	15	1		0	1		0
vinyl lettering myrtle beach	10		0	3	↓	2	3	↓	2
wall decals myrtle beach	9	↑	3	Not in top 50	↓	> 46	Not in top 50	↓	> 46
window decals myrtle beach	15	↓	3	6	↓	3	6	↓	4
yard signs myrtle beach	11	↑	38	6	↓	2	5	↓	1

Sep 1, 2013 - Jan 11, 2014

Audience Overview

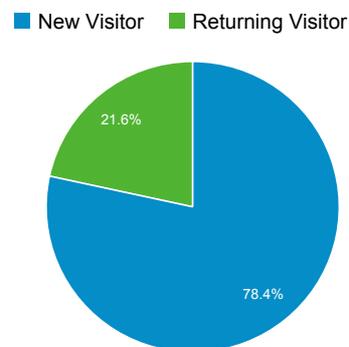


Overview



128 people visited this site

Visits 162 	Unique Visitors 128 	Pageviews 606
Pages / Visit 3.74 	Avg. Visit Duration 00:04:51 	Bounce Rate 51.23%
% New Visits 78.40% 		



Language	Visits	% Visits
1. en-us	162	100.00%

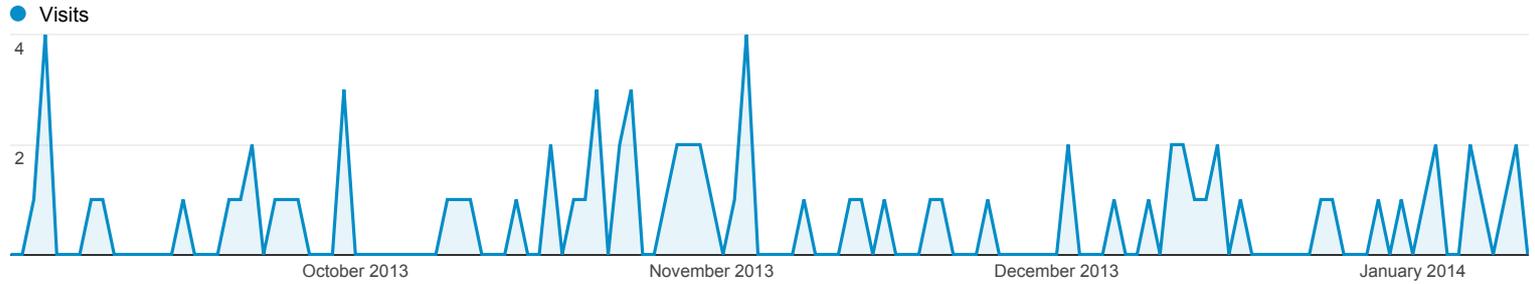
Sep 1, 2013 - Jan 11, 2014

Organic Search Traffic

All Visits
49.38%

Explorer

Summary



Keyword	Acquisition			Behavior			Conversions		
	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Goal Conversion Rate	Goal Completions	Goal Value
	80 % of Total: 49.38% (162)	83.75% Site Avg: 78.40% (6.83%)	67 % of Total: 52.76% (127)	56.25% Site Avg: 51.23% (9.79%)	2.36 Site Avg: 3.74 (-36.84%)	00:02:27 Site Avg: 00:04:51 (-49.35%)	0.00% Site Avg: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. (not provided)	47	74.47%	35	51.06%	2.57	00:03:47	0.00%	0	\$0.00
2. myrtle beach sign company	3	100.00%	3	33.33%	2.67	00:00:27	0.00%	0	\$0.00
3. banners and inflatable signs for rent	1	100.00%	1	100.00%	1.00	00:00:00	0.00%	0	\$0.00
4. banners for sale in myrtle beach	1	100.00%	1	100.00%	1.00	00:00:00	0.00%	0	\$0.00
5. banners that let the wind blow through them	1	100.00%	1	100.00%	1.00	00:00:00	0.00%	0	\$0.00
6. beach box signs	1	100.00%	1	100.00%	1.00	00:00:00	0.00%	0	\$0.00
7. beach lettering	1	100.00%	1	100.00%	1.00	00:00:00	0.00%	0	\$0.00
8. beach sign company	1	100.00%	1	100.00%	1.00	00:00:00	0.00%	0	\$0.00
9. custom car wraps myrtle beach nc	1	100.00%	1	100.00%	1.00	00:00:00	0.00%	0	\$0.00
10. custom signs myrtle beach	1	100.00%	1	100.00%	1.00	00:00:00	0.00%	0	\$0.00
11. custom signs to go myrtle beach, sc	1	100.00%	1	100.00%	1.00	00:00:00	0.00%	0	\$0.00
12. dye sublimation myrtle beach	1	100.00%	1	100.00%	1.00	00:00:00	0.00%	0	\$0.00
13. edge lit sidewalk sign	1	100.00%	1	100.00%	1.00	00:00:00	0.00%	0	\$0.00
14. hdu signs at myrtle beach	1	100.00%	1	0.00%	3.00	00:02:24	0.00%	0	\$0.00
15. http://www.myrtlebeachsign-a-rama.com	1	100.00%	1	0.00%	3.00	00:01:48	0.00%	0	\$0.00
16. magnetic signs myrtle beach sc	1	100.00%	1	0.00%	2.00	00:00:22	0.00%	0	\$0.00
17. magnetic signs, myrtle beach	1	100.00%	1	100.00%	1.00	00:00:00	0.00%	0	\$0.00
18. myrtle beach car magnet	1	100.00%	1	100.00%	1.00	00:00:00	0.00%	0	\$0.00

19.	myrtle beach decals	1	100.00%	1	100.00%	1.00	00:00:00	0.00%	0	\$0.00
20.	myrtle beach neon signs	1	100.00%	1	0.00%	3.00	00:00:24	0.00%	0	\$0.00
21.	myrtle beach sc window decals	1	100.00%	1	0.00%	6.00	00:02:54	0.00%	0	\$0.00
22.	myrtle beach window decals	1	100.00%	1	100.00%	1.00	00:00:00	0.00%	0	\$0.00
23.	sign a rama myrtle beach	1	100.00%	1	0.00%	4.00	00:02:53	0.00%	0	\$0.00
24.	sign a rama, myrtle beach	1	100.00%	1	0.00%	3.00	00:02:47	0.00%	0	\$0.00
25.	sign company in myrtle beach	1	100.00%	1	0.00%	2.00	00:00:04	0.00%	0	\$0.00
26.	sign company myrtle beach	1	0.00%	0	100.00%	1.00	00:00:00	0.00%	0	\$0.00
27.	signs myrtle beach sc	1	100.00%	1	100.00%	1.00	00:00:00	0.00%	0	\$0.00
28.	vinly sign repair	1	100.00%	1	0.00%	7.00	00:02:01	0.00%	0	\$0.00
29.	vinyl personalized beach banners	1	100.00%	1	100.00%	1.00	00:00:00	0.00%	0	\$0.00
30.	who makes banners in myrtle beach sc	1	100.00%	1	0.00%	7.00	00:01:46	0.00%	0	\$0.00
31.	www.myrtlebeachsign-a-rama.com	1	100.00%	1	100.00%	1.00	00:00:00	0.00%	0	\$0.00
32.	yard signs for birthdays, myrtle beach	1	100.00%	1	100.00%	1.00	00:00:00	0.00%	0	\$0.00

Rows 1 - 32 of 32