



Launching a brilliant website will do little to help market a business if users never see it. However, positioning a website at the top of Google, Yahoo! and other major search engines will transform a company's online presence into a powerful source of business development.

Search engine optimization (SEO) is the process of improving the volume and quality of traffic to a website from search engines and directories. The Jake Group specializes in SEO and other online marketing strategies to improve website visibility and drive an increase in targeted user visits.

SEARCH ENGINE OPTIMIZATION BENEFITS INCLUDE:

- Increased brand exposure
- Higher search engine rankings
- Increased visitor traffic
- Improved website usability
- Higher conversion rates

Each client brings a unique set of search engine optimization challenges, which sometimes require a customized approach to help achieve optimum results. **For information on customized SEO plans or general information about JakeSEO, please contact us at 202.333.2850 or info@thejakegroup.com.**

STARTER PLAN

Jake's Starter SEO Plan includes the necessary tactics to begin an online marketing campaign. Our Starter Plan is ideal for companies that have done little to no SEO or proactive website marketing in the past. This plan provides an understanding of the existing quantity and quality of traffic on a site and promises a rapid boost to both.

Starter Plan Features:

- Keyword analysis and keyword phrase recommendations
- Page title, metadata and content optimization
- Website usability improvements

PHASED PLAN

Jake's Phased SEO Plan establishes a long-term online marketing strategy to help increase search performance over time. With the Phased Plan, clients can take advantage of our full range of website marketing services, including search engine optimization, link building and content marketing.

Phased Plan Features:

- Multiple, modular marketing service options
- Flexible campaigns to respond to shifting priorities and goals
- Scalable marketing strategies to grow with your business

ONGOING MAINTENANCE PLAN

Jake's Ongoing Maintenance SEO Plan ensures that a website will continue to increase its rankings, attract more visitors and convert more customers. Our Ongoing Maintenance Plan is ideal for companies that have completed SEO or proactive website marketing in the past and want to maintain and improve upon the results.

Ongoing Maintenance Plan Features:

- Monthly website usage and search engine statistics
- Keyword tracking and trend analysis
- Recommendations for continued optimization and marketing

jakeSEO | case study

The best measure of Search Engine Optimization (SEO) for a client website is a Return on Investment (ROI) analysis. By carefully examining site visitors and their behavior, The Jake Group can ensure that its online marketing efforts are yielding measurable results.

The following case study illustrates a performance-based SEO campaign demonstrating a significant increase in search engine rankings.

CASE STUDY

A real estate development company on the eastern seaboard retained Jake to increase relevant traffic to its website. Determined to provide the client with proven results, Jake developed a comprehensive online marketing strategy which included various SEO techniques.

METHOD

Jake began by reviewing each web page to analyze how visitors were using the site. We then examined how search engines were indexing the site, identifying the areas impacting the site's ranking. With that information, we formulated an SEO strategy to increase the site's rankings on Google, Yahoo!, MSN, AOL, and other search engines and directories.

To improve the volume and quality of traffic on the website, we:

- Updated the page titles for each page with titles optimized for web searches;
- Updated the metadata for each page with keyword terms and a custom description;
- Integrated a community blog into the website; and
- Enhanced the content about the development that was available from other sources online.

The page title and metadata adjustments helped improve readability both for visitors and search engines, while the blog provided a source of frequently updated, keyword-rich copy that consistently linked back to the main website. These adjustments helped the site to become more user- and search engine-friendly.

RESULTS

After the SEO tactics were employed, Jake monitored the website's rankings in leading search engines. Within two months, the website had increased its position for almost all keywords. In fact, the site's ranking increased from only two keyword phrases in the first three search results pages to a top ranking for over twenty keyword phrases - an increase of 900%. With an ongoing SEO maintenance plan in place, the client consistently ranks for targeted keywords in its desired local market.

The following search results and site usage data was gathered two months after the completion of JakeSEO:

Keyword Ranking Trends

Google search results rankings for targeted keyword phrases prior to and following JakeSEO.

	Month 0 (Pre-SEO)	Month 2 (Post-SEO)
Keyword Phrase 1	Not in 55,900 results	9 of 50,100 results
Keyword Phrase 2	Not in 29,800 results	4 of 51,300 results
Keyword Phrase 3	164 of 1,280,000 results	26 of 797,000 results
Keyword Phrase 4	35 of 86,500 results	2 of 29,600 results

Final Keyword Rankings

Google, Yahoo! and MSN search results rankings for targeted keyword phrases following JakeSEO.

	Google	Yahoo!	MSN
Keyword Phrase 1	9	6	3
Keyword Phrase 2	4	1	1
Keyword Phrase 3	26	15	6
Keyword Phrase 4	2	1	1

Visitor Trends

	Month 0 (Pre-SEO)	Month 1 (Phase 1 SEO)	Month 2 (Phase 2 SEO)
Total Sessions	2,019	2,195	2,372
Average Pageviews Per Day	239	252	300
Average Pageviews Per Session	3.3	3.6	3.8