

## THE CHALLENGE

As Integrated Sign Installations (IS Installations) reputation as the premier architectural signage installation company in Northern California grew, so did the sense that the website was underperforming when it came to driving traffic and leads. Nett Solutions identified IS Installations' niche and specialized business as a prime opportunity to push organic performance to the next level. While a complete website redesign was underway, our SEO team began putting together the organic strategy.

## THE "NETT" RESULT



INCREASED ORGANIC TRAFFIC VISITS BY **674%**



## THE "NETT" SOLUTION

Our optimization goals were very straightforward: open the new pages up to organic crawling, increase rankings for targeted keywords, and increase the amount of qualified organic traffic and leads.

### ■ TARGET KEYWORD RESEARCH

We conducted thorough industry and competitive analyses to determine the best possible keywords for their niche. After collaborating with IS Installations to finalize the 10 target keywords, we began optimizing the new website pages for each.

### ■ NEW WEBSITE LAUNCH

Pre-launch, we built a step-by-step SEO Launch Checklist for the client's developers and built out a 301-redirect map to ensure a seamless transition when the site went live.

### ■ ON-PAGE OPTIMIZATION

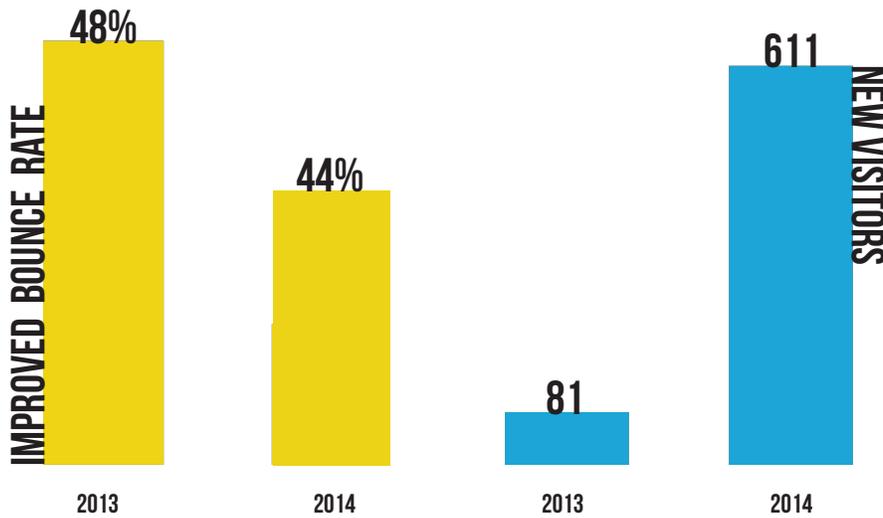
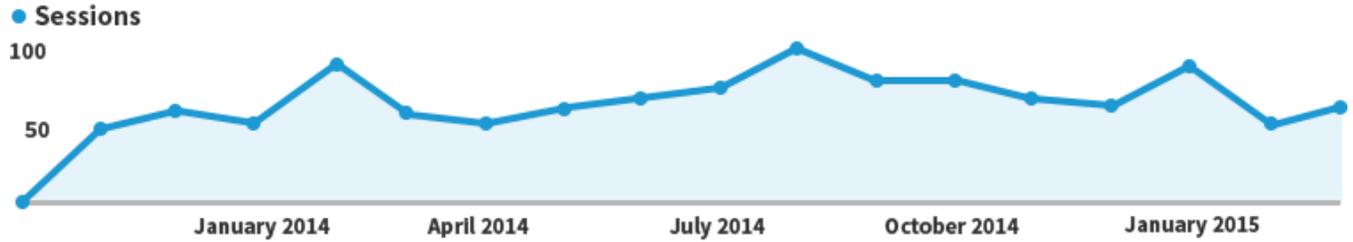
We built an on-page optimization map which included more readable and keyword-targeted copy, properly formatted and targeted page titles, persuasive meta descriptions, and more targeted URLs. We also fixed duplicate content issues and implemented XML Sitemaps.

### ■ CONTENT CREATION/LINK BUILDING

The client was blogging daily so we adjusted our strategy to focus on off-site link building and content placement. We built an editorial calendar and assigned one of our college-educated, US-based writers, with a background in specialized construction, to write long-form articles. Some examples of our published work are below:

- <http://www.creativebeacon.com/10-iconic-logos-world/>
- <http://www.scaranodesigns.com/what-does-your-logo-say-about-your-business/>

## THE "NETT" RESULT (CONTINUED)



## BACKGROUND

Integrated Sign Installations is a widely-respected architectural signage installation company serving Northern California and the Greater San Francisco Bay Area. With over 50 years of architectural signage experience, Integrated Sign Installations has built a quality team of licensed sign installation specialists, providing industry-leading customer service.

- Went from 0 target keywords ranking on Google at the start of the campaign to 10 out of 14 target keywords ranking after one year

### JANUARY 2015 | TARGET KEY WORD ORGANIC RANKINGS

Keyword/Phrase Note: "*" = Not in the top 30 results	Google			
	Initial Rankings	Nov 2014	Dec 2014	Jan 2015
Rankings: Page 1 on Google				
Bay Area Architectural Signage	*	1	1	1
Commercial Sign Installation	*	*	*	10
Industrial Signage	*	*	*	*
San Francisco Architectural Signage	*	6	5	5
San Francisco Architectural Signs	*	6	*	5
San Francisco Sign Installation	*	4	4	4
San Francisco Sign Installation Companies	*	9	9	8
San Francisco Sign Installer	*	7	6	7
San Francisco Sign Installers	*	6	6	5
Sign Installation	*	7	8	8
Sign Installation Companies	*	*	*	*
Sign Installations	*	1	4	2
Sign Installer	*	*	*	*
Sign Installers	*	27	29	29

