



## Search Engine Optimization (SEO) Case Study - Notarybonding

**Client:** The website is a helpful and informative resource that provides everything you need to become a notary or renew your current notary public commission. For 69 years, OVER A MILLION notary applicants have used their complete and price competitive service when obtaining their notary commission through regular mail or by using their website.

**Category:** Notaries

**SEO Challenge:** The goal for this campaign was to increase the search engine rankings for industry specific keywords and the traffic to the Notarybonding website.

**Solution:** In order to achieve our goal we adopted the following steps:

### *Step 1: Keyword Analysis*

We completed a targeted keyword analysis for their industry, and based on the results and analysis of the competition, we determined to try to increase the traffic from the search engines through improved rankings.

### *Step 2: Page Identification*

The aim is to magnify and spot the keywords for the specific web pages. This is to assist and place the keywords on the suitable web pages.

### *Step 3: Website Analysis*

Most search engines use automated software, robots or spiders, to crawl the page links within websites and interpret the pages. Many websites are created using technologies that make it impossible for search engines to crawl. If search engines cannot crawl a website, then it will not be indexed or appear in search results. We have created search engine friendly website architecture to improve search engine rankings and site traffic.

### *Step 4 On Page Optimization*

Website optimization is by far the most important part of search engine promotion. If a website is not properly optimized for content, keywords, etc., the search engine spiders will not know what to do with the website. We have provided unique titles, descriptions, keywords, text content, heading, footer for each page of the site.

## Step 5 Off-Page Optimization

Off-page optimization refers to factors that have an effect on website or web page listings in natural search results. These factors are off-site, in that they are not controlled by the web site owner or the coding on web pages. We have adopted the following off-page activities:

### I. Reciprocal Link Building

Link building is an important part in the search engine optimization process. As the majority of search engines rate websites by relying on the number of quality links on the website, it is necessary to have relevant links. We have conducted a dedicated linking campaign for the link building.

### II. Directory Submission

Links from industry directories help to get more quality backlinks to the website and thus indirectly help to improve the rankings. A good directory listing also helps generate more qualified website traffic. We list your website into industry directories.

### III. Social Bookmarking

Social bookmarking is the practice of saving bookmarks to a public website and "tagging" them with keywords. To create a collection of social bookmarks, we have registered this website with the leading social bookmarking websites. Social bookmarking is another tool which helps to drive qualified direct traffic to the website.

#### Result:

Since Notarybonding has started using our SEO services, they have increased monthly page views in 15 days from **41,630** to **87,218** more than **100%**. Through our optimization tactics, we have been very successful in increasing the company's web presence increasing their monthly organic search traffic from **17,006** to **37,564** more than **100%**. Our link building services have increased the total number of inbound links by more than **120%**. We also have been able to achieve 16 TOP twenty ranking positions including 7 #1 PAGE ranking!

Below is the search engine ranking results we were able to achieve for our client, The Notarybonding, in the Internet's most popular search engines **Google, Yahoo and MSN.**

Google search results in the month of March 09 at google.com 16 TOP 20 Positions including 7 TOP 10 positions.



Keyword	Google March09
notary seals	13
notary seal	19
notary stamps	17
notary public stamp	8
notary public seal	13
notary bonds	7
notary bond michigan	1
notary public state of texas	14
pa notary	11
michigan notary public	6
michigan notary service	3
missouri notary	5
washington state notary	11
michigan notary	11
notary seal missouri	5
notary public Pennsylvania	11

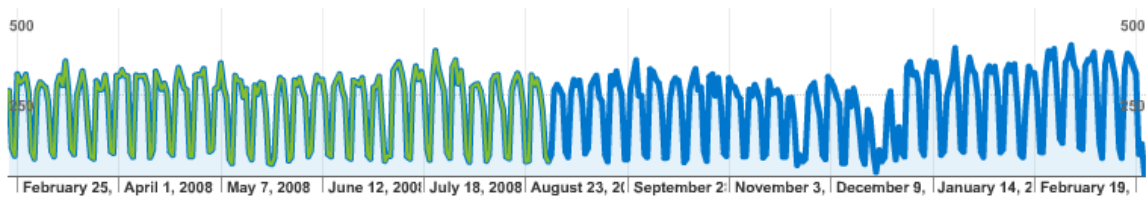
Keyword	Yahoo-March09
notary seals	15
notary seal	14
notary public stamp	5
notary public seal	6
notary bonds	2
notary bond michigan	1
texas notary public	14
notary public state of texas	6
pa notary	14
michigan notary public	8
michigan notary service	2
missouri notary	9
Illinois notary public	7
michigan notary	13
notary public Illinois	9
notary seal missouri	3
notary public Pennsylvania	8

# IncreaseVisibility

SEARCH ENGINE OPTIMIZATION



Keyword	msn-March09
notary stamp	3
notary seals	3
notary stamps	11
public notary	12
notary public stamp	4
notary bonds	7
notary bond michigan	17
pa notary	14
michigan notary public	6
Illinois notary public	17
washington state notary	11
notary public Illinois	15
notary seal missouri	16
notary public Pennsylvania	8



## Site Usage



**87,218 Visits**

Previous: 41,630 (+109.51%)



**33.98% Bounce Rate**

Previous: 32.68% (+3.98%)



**267,536 Pageviews**

Previous: 128,258 (+108.59%)



**00:03:27 Avg. Time on Site**

Previous: 00:03:32 (-2.04%)



**3.07 Pages/Visit**

Previous: 3.08 (-0.44%)



**61.55% % New Visits**

Previous: 61.46% (+0.14%)