



The screenshot shows the Laghan Entertainment website. The header includes the phone number 07775 791573 and a navigation menu with 'Entertainment' and 'Beauty' tabs. A secondary menu lists 'Other Services | Downloads | Enquiry Form | Online Booking | New Talent'. The main content area features a 'Welcome to Laghan Entertainment' section with three paragraphs of text. The left sidebar contains a vertical list of menu items: Home, Themed Entertainment, Musicians, Singers, Dancers, Event Photography, Events, Magicians, Fire Performers, Henna Artists, Asian Waitering Services, Chocolate Fountain, New Talent, News, Directory, Contact Us, and Articles. A 'New Acts Joining' banner is visible at the bottom of the main content area.

07775 791573

Entertainment Beauty

Other Services | Downloads | Enquiry Form | Online Booking | New Talent

Welcome to Laghan Entertainment

Laghan Entertainment is an entertainment directory providing entertainment for weddings, corporate events and childrens parties, which hold top position in our uniqueness and professionalism.

Laghan Entertainment prides itself in being the only directory that focuses solely on themed entertainment so clients get a wide variety of entertainment and will meet every budget. We are proud to offer so many unique services.

Laghan Entertainment provide professional musicians, dancers, singers and magicians.

Laghan Entertainment have also been privileged to play at some exquisite venues and functions such as at Bally Sagoos wedding at Heythorp Park, Nitin Ganatras wedding at Ealing Studios.

Our services have not only been popular for asian weddings but also for the prestigious Asian Business Awards, The Cobra Good Food Guide Award Ceremony and much much more.

Our services are so popular because it creates the perfect backdrop for any function, your guest will be able to relate to bollywood classics like Chand Mera Dil, Kuch Kuch Hota Hai, Ek Ladki ko Dekhia and really put them in the mood to party. Our music is also appreciated by western audiences by the smooth, romantic sounds of the classic instruments.

New Acts Joining

- > Home
- > Themed Entertainment
- > Musicians
- > Singers
- > Dancers
- > Event Photography
- > Events
- > Magicians
- > Fire Performers
- > Henna Artists
- > Asian Waitering Services
- > Chocolate Fountain
- > New Talent
- > News
- > Directory
- > Contact Us
- > Articles

Case Study

www.laghan.com

Table of Content

- 1.ClientDetails
2. What We Achieved
3. Link Building Strategy
 - 3.1. Traffic Strategy
 - 3.2 On-Page SEO Strategy
 - 3.3. Optimization for Google Universal Search.
 - 3.4 Social Media Optimization

1. Client Details

Website: www.laghan.com

Theme: Entertainment Company

Profile:

Laghan Entertainment is an entertainment directory providing entertainment for weddings, corporate events and children parties, which hold top position in their uniqueness and professionalism. The company consists of fleet of professional musicians, dancers, singers and magicians performing at exquisite venues and functions.

Requirements:

- ▲ Increase in demand of Laghan artist for providing entertainment for functions and corporate events.
- ▲ Increase in website traffic
- ▲ Improvement in rankings

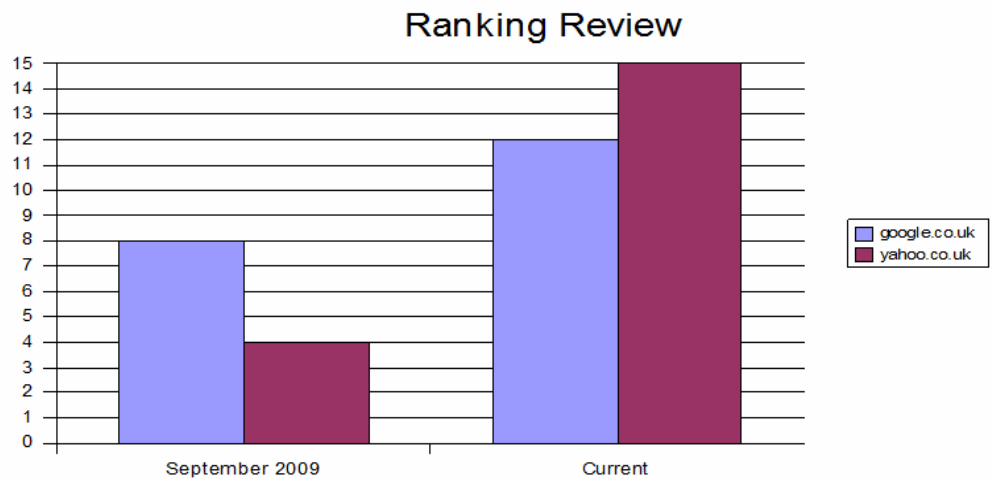
Solutions Offered:

- ▲ SEO
- ▲ Social Media Marketing

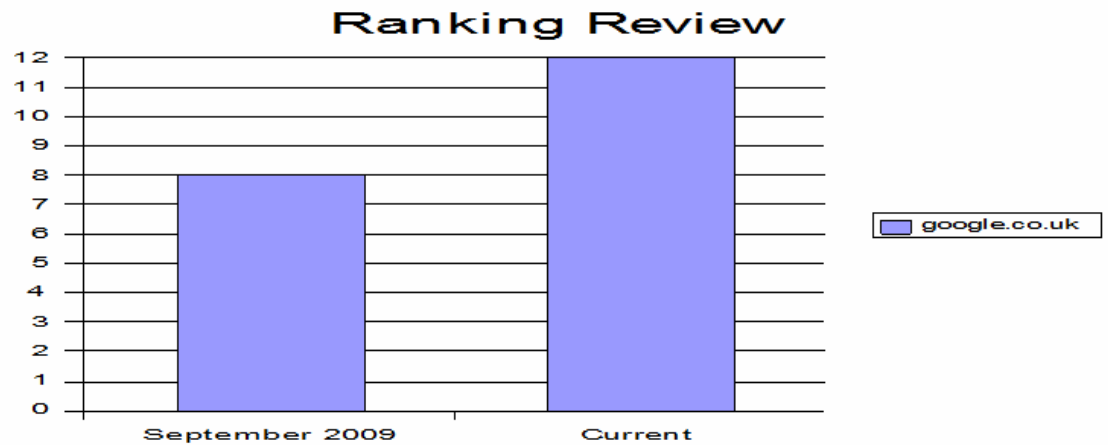
2. What we Achieved

2.1 Initial and Current Ranking

The below graph compares the number of keywords on the first page of three main search engines

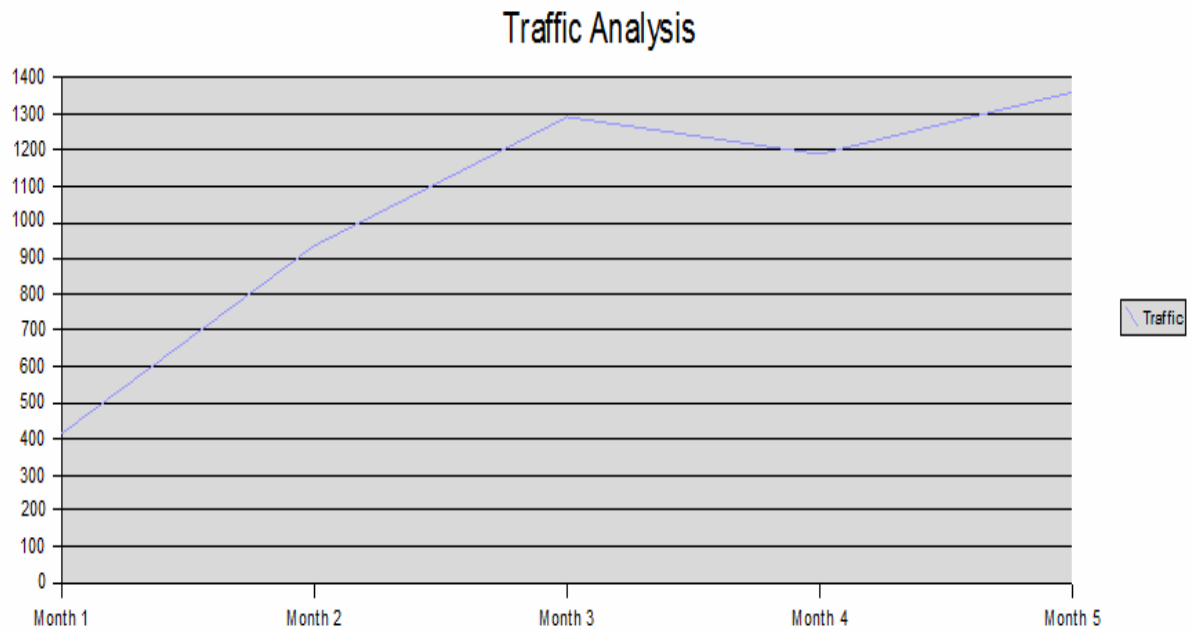


There has been an increase of more than 400% in the number of keywords ranking on the first page of Google.



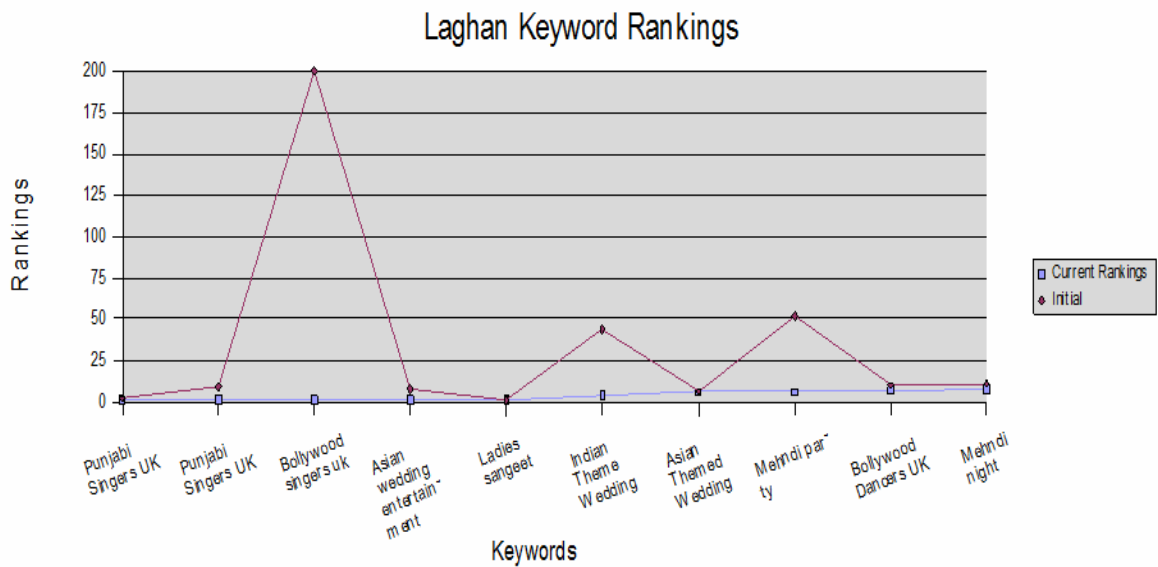
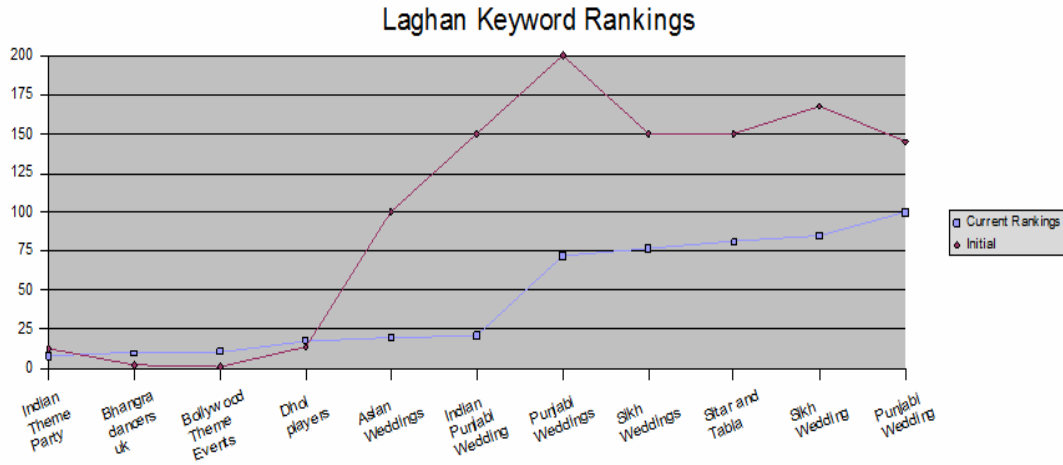
2.2 Traffic

There has been an increase in the overall organic traffic to the site. The organic traffic to the site grew by over 100% in the course of six months



2.3 Google Ranking

The following graphs show the initial and current rankings for few of the important keywords.



2.5 Social Media Campaign Outcome

Five months after launch:

- ▲ The online discussion of Impact-displays products surged by more than 400%
- ▲ More than 5,000 people connected to the network/profile on Facebook, MySpace, and other media

3. Mosaic Strategy

3.1 Link Building Strategy



3.2. Traffic Strategy



3.3. On-Page SEO Strategy

Our SEO strategists focused on an effective On-Page strategy that helped the site with top rankings on major keywords. Some of the things that we did were:

- ▲ Restructuring in the coding
- ▲ Content optimization
- ▲ Blogs
- ▲ Article section on the site
- ▲ RSS feed on the site to ensure that content was being syndicated. It also kept the crawlers updated on the changes made on the site.
- ▲ Anchor optimization and interlinking
- ▲ Image optimization
- ▲ Meta tags focused on users as well as search engines.
- ▲ Long tail keyword targeting
- ▲ XML and HTML sitemap
- ▲ Landing/browsing pages to target wide range of keywords
- ▲ Brochure creation
- ▲ News Releases on Wedding Planning services.
- ▲ Industry Glossary Page

3.4. Optimization for Google Universal Search

In order to attract visitors from various sources other than just organic search, we needed to optimize the site for Google Universal Search. Some of the things we did were:

- ▲ Google LBC Listing
- ▲ Image Optimization
- ▲ Video Optimization
- ▲ Blog Search
- ▲ Google News Search
- ▲ Google Product Listing

3.5. Social Media Optimization



Referral and unique visitors are very important in case you are looking for relevant traffic. Our SMO campaign for the site focused on promoting the products/brand in the networks. Just to have an insight, we followed these strategies:

- ▲ Business/individual profiles were created on all top level bookmarking, networking, profile domains and then they were optimized/promoted as per the business needs.
- ▲ Online Video Promotion
- ▲ Online Image Promotion
- ▲ Other Web 2.0 promotion like press releases, blogs, RSS, bookmarking, forum, bookmarking, etc
- ▲ Wikipedia page creation on Wedding and Event Planning.