

## Case Study

[www.mangoweddings.net](http://www.mangoweddings.net)

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## Client Details

**Website:** [www.mangoweddings.net](http://www.mangoweddings.net)

**Theme:** Wedding photography and videography

**Profile:**

Mango Weddings was created by Jerome Dieu (Director of photography) and Cyrille Lacharmoise (Director of videography). It specializes in fine art wedding photography and photojournalism, specialized in weddings in the area of Los Cabos and all over Mexico. They are among the best professional photographers in Los Cabos and also have expertise in HD videography

**Requirements:**

- ▲ Increase in demand of Mango Weddings services.
- ▲ Site Optimisation to gain top rankings in the major search engine
- ▲ Increase organic traffic targeting keyword
- ▲ Increase the number of visitors to the website
- ▲ Improve the quality and quantity of organic traffic.

**Solutions Offered:**

- ▲ SEO

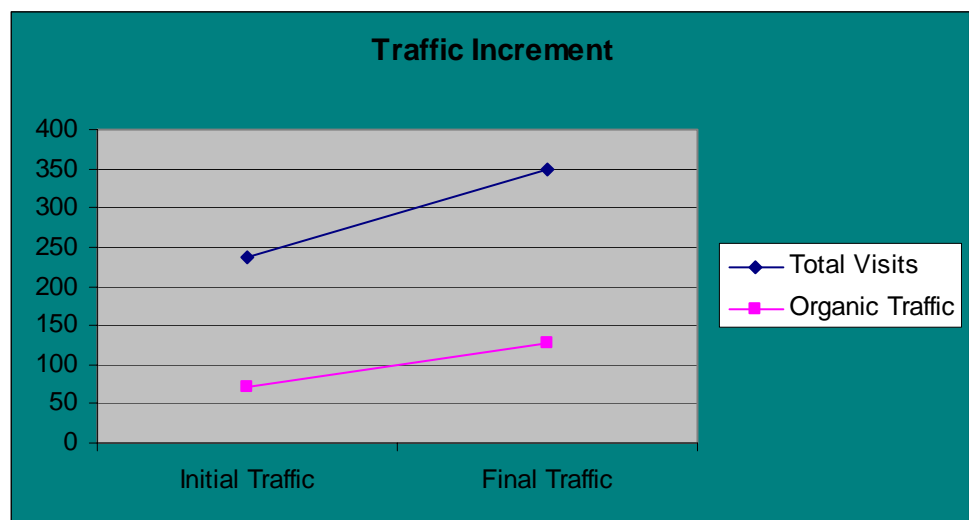
## What we Achieved

### 2.1 Initial and Current Ranking

Sno.	Keywords	Rankings March '10			Rankings October '09		
		Google	Yahoo	MSN	Google	Yahoo	MSN
1	professional photographer los cabos	3	1	8	Not in 100	Not in 100	75
2	wedding videographer los cabos	3	2	1	Not in 100	Not in 100	Not in 100
3	wedding videography los cabos	3	1	1	Not in 100	Not in 100	Not in 100
4	los cabos videographer	3	9	2	55	38	Not in 100
5	wedding photography los cabos	8	3	4	Not in 100	98	Not in 100
6	wedding photographer los cabos	8	5	8	Not in 100	93	39
7	los cabos photographer	8	15	35	70	25	41
8	photographer cabo	17	60	14	Not in 100	Not in 100	Not in 100
9	destination photographer los cabos	51	3	12	Not in 100	Not in 100	Not in 100
10	destination wedding photographer	Not in 100	Not in 100	Not in 100	Not in 100	79	Not in 100

## 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 50% in the course of six months



## Mosaic Approach

### 3. 1. SEO Strategy:

- ▲ Extensive on-site SEO to improve brand, generic and longer tail search engine results.
- ▲ Improvement of key landing pages, URL rewrites and site structure optimization
- ▲ Extensive competitor link analysis
- ▲ Submission on Articles, press Releases, E-book and blogs in major Travel Directories
- ▲ Extensive content creation strategy
- ▲ Extensive link building strategy.
- ▲ 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 major keyword.

### 3.2. Link Building Strategy

- ▲ Competitor back links analysis to locate quality links
- ▲ Robust link building campaign which was keyword driven
- ▲ Incorporated long tail keyword strategy optimization



### 3.3 Traffic Strategy



### 3.4. 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