



## **Case Study: KLONSYS SEO for thelangrocks.com**

### **About The Langrocks:**

The Langrocks is licensed real estate agents (Remax Palm Harbor, Florida) and Tampa Bay residents since 1982; their children attended Pinellas pre-schools through high school and Florida universities (FSU, USF & U. of Miami). They take great pride in their profession – helping people sell and buy their dream homes in paradise!

They and their team, and their cutting edge website TheLangrocks.com, service Pinellas & Pasco Counties & Tampa, including some of the finest Florida real estate and tropical settings in Palm Harbor, Clearwater, Eastlake, Dunedin, Safety Harbor, Oldsmar, Tarpon Springs, Holiday, New Port Richey as well as homes and condos in incredible settings on world-class beaches.

### **The Challenge:**

TheLangrocks.com had some respectable rankings when they contacted Klonsys. But were not ranked in the Top 10 on Google for several important keywords in a few of their important service categories. Their goal was to generate more traffic by ranking for more highly searched competitive terms and regain their rankings that had slipped as more competitors moved into the market.

### **The Solution:**

Once an optimization strategy was devised and implemented for each of the pages, Klonsys SEO team quickly moved onto adding keyword-rich content at the proper density levels to each of the pages. Klonsys SEO team also created a new global navigation and implemented it into the site making the previously buried service pages more accessible. This was supported by a link popularity campaign to increase the number of links coming into the home page and important category pages.

### **Identifying Issues:**

The first task in hand was to pin point on the issues on the client website. Following issues were observed:

1. Most of the targeted keywords were not in the top of the organic search.
2. Link popularity was very low.
3. The organic traffic for their site comprised of very few visitors.

## The Actions: (Taken by KLONSYS SEO team)

1. Popular Keyword research was done and a set of keywords was generated on the basis of positive SEO value, decent traffic expectations and more importantly the probability to get high search engine ranking.
2. Klonsys team allocated on-page as well as off-page factors in the best way required for The Langrocks.
3. Initiated and theme based link building.
4. Optimized the link popularity to increase the Search engine ranking and organic traffic.
5. The thelangrocks.com team was extremely supportive to implement all the changes in a timely manner.

As a result, thelangrocks.com has achieved comprehensive search visibility at the national, Regional and local levels.

## Results Achieved:

Thelangrocks.com is truly an SEO success story. With a focused theme, a new SEO- and user-friendly site, and keyword-optimized content, Klonsys has built a strong and lasting online presence for thelangrocks.com. Klonsys achieved top rankings for thelangrocks.com. Other successes include:

- 50% increase in traffic with approximately 1,000 visitors each week
- 80% of which were first time visitors
- Each visitor spent approximately 2/3 minutes on the site and viewed at least 6/7 pages per visit

## Search Engine Ranking for Targeted Keywords

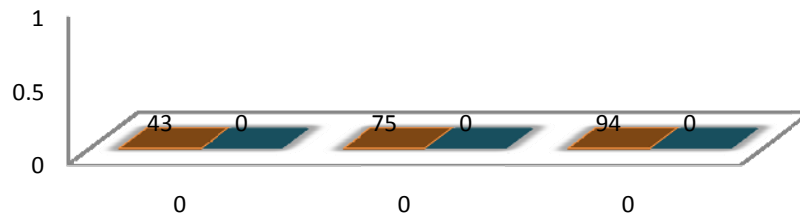
### SEARCH ENGINE RANKING FOR TARGETED KEYWORDS

*Client: TheLangrocks.com*



| Keywords                            | 27-Nov-12 | 19-Jan-13 |
|-------------------------------------|-----------|-----------|
| remax palm harbor                   | 43        | 3         |
| palm harbor real estate agents      | 75        | 8         |
| palm harbor fl real estate listings | 94        | 10        |

## Ranking Report



Campaign Start Date  
Keywords Status

Current Date  
Keywords Status

#REF!

#REF!

### CURRENT STATUS:

*Keywords in top 10: 3*

### **Conclusion:**

The business relationship between Klonsys and The Langrocks has made the client Site thelangrocks.com in becoming an SEO campaign success story that it is today.