

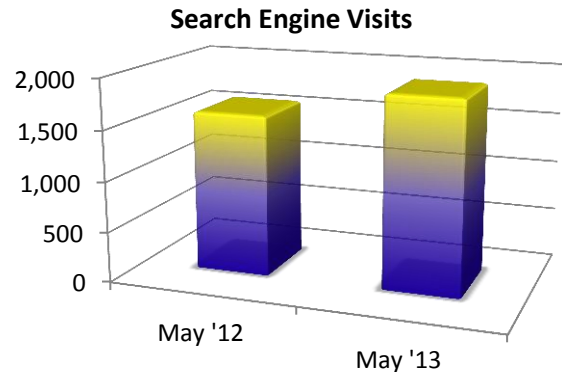
## The Legacy at Millennium Park: 12 Month Case Study by Logical Media Group

The Legacy at Millennium Park, a 72 story residential skyscraper located in the cultural heart of Chicago has partnered with Logical Media Group to increase the quality and quantity of non-branded visitor traffic to [The Legacy's website](#). To accomplish this, Logical Media Group strategically focuses on the [SEO](#) and [Paid Search](#) channels of digital marketing to maximize The Legacy's return on investment.

After a full year of working with The Legacy, we are able to provide a year-over-year comparison of May 2012 to May 2013.

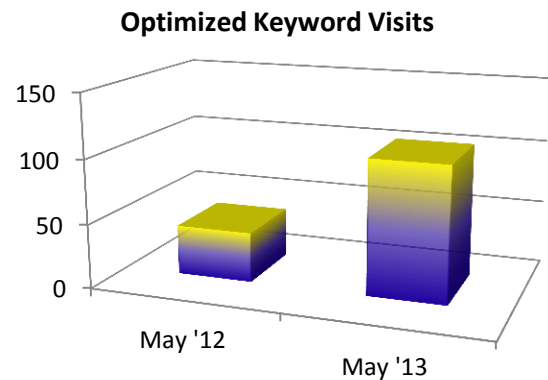
### ☀ Organic Search Engine Visits

- Total Search Engine visits increased 19% Year-Over-Year
  - Google: ↑ 11%
  - Bing: ↑ 122%
  - Yahoo: ↑ 107%



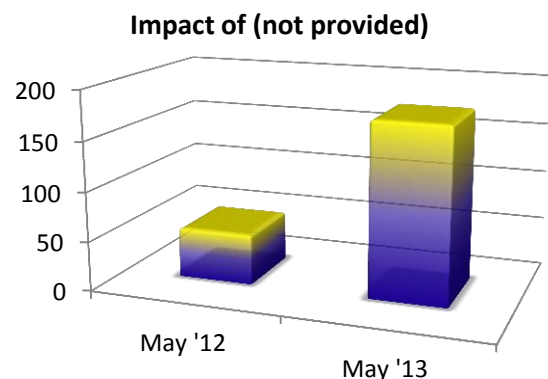
### ☀ Optimized Keyword Visits

- How did we increase total search engines visits?
- Logical's strategy focuses on optimizing 10 keywords, increasing traffic **169%** Year-Over-Year
  - May '12: **39 Actual Visits**
  - May '13: **105 Actual Visits**



### ☀ Optimized Keyword Visits - with Not Provided (N.P.)

- What about the keyword data we can't analyze?
- Adjusting for (not provided) visits, our 10 optimized keywords increased **245%** Year-Over-Year
  - May '12: **51 Total Visits** (23% N.P.)
  - May '13: **176 Total Visits** (41% N.P.)



☀ **Keyword Rankings Table**

- How did we increase visits from our optimized keywords?
  - Went from **1 Keyword to 7 Keywords** on First Page of Google Search Results
  - Went from **0 Keywords to 6 Keywords** on First Page of Yahoo & Bing Search Results

Keyword	Account Start (3/9/12)			May 2013		
	Google	Yahoo	Bing	Google	Yahoo	Bing
Keyword 1	21	36	>100	5	6	6
Keyword 2	17	51	>100	1	11	12
Keyword 3	>100	84	>100	4	14	14
Keyword 4	>100	75	>100	20	17	17
Keyword 5	31	>100	>100	15	5	5
Keyword 6	7	47	>100	1	3	3
Keyword 7	15	41	>100	1	8	8
Keyword 8	>100	>100	>100	33	>100	>100
Keyword 9	>100	>100	>100	1	10	10
Keyword 10	>100	>100	>100	4	1	1

For more information, please [contact us](#) or give us a call at 312-465-2911.

*“We have been a Logical Media Group client for 4 years now and I cannot begin to describe the satisfaction that we have experienced both in terms of results and confidence in our preferred partnership vendor. Every day it seems I get another email promising “First Page Results for Google”. Chris O’Neill and his staff at Logical have spent tireless hours learning about our business, educating us on the intricacies of SEO, and advising us as to a productive and affordable strategy. When we looked to choose a vendor in this area, one of our largest requirements was that the vendor, serve as a partner in this area of the business and not just a “vendor”. Logical has delivered on this in spades becoming an extension of our company over the past years. I cannot recommend them enough if you are looking to create a long-term strategy with a partner invested in your success.”*

- Matthew Dollinger – VP of Strategic Development - @properties

