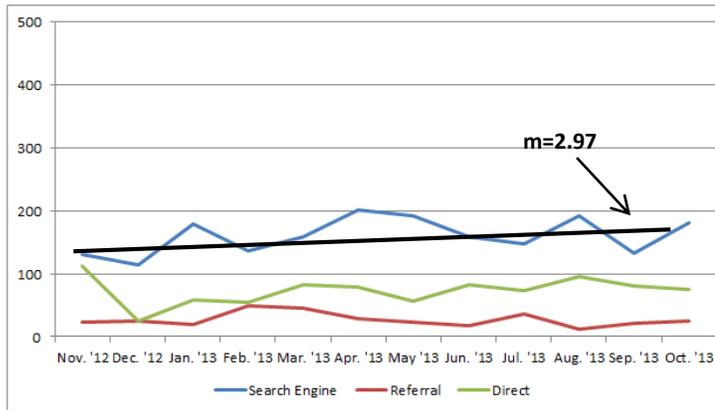


3rd Coast PR: SEO Case Study by Logical Media Group

3rd Coast PR is a public relations firm located in Chicago’s prestigious Streeterville neighborhood. As a local Chicago startup, their main goals were finding a long term and permanent solution to driving quality search traffic to their new website as well as boosting their site’s overall web authority in the eyes of Google and other main search engines. To accomplish this, Logical Media Group strategically focuses on the SEO channel of digital marketing. This includes an aggressive and strategic campaign to augment the site’s domain authority in the eyes of the search engines and provides 3rd Coast PR both a short term return as well as setting them up with an SEO foundation for long term success.

Before LMG



After LMG

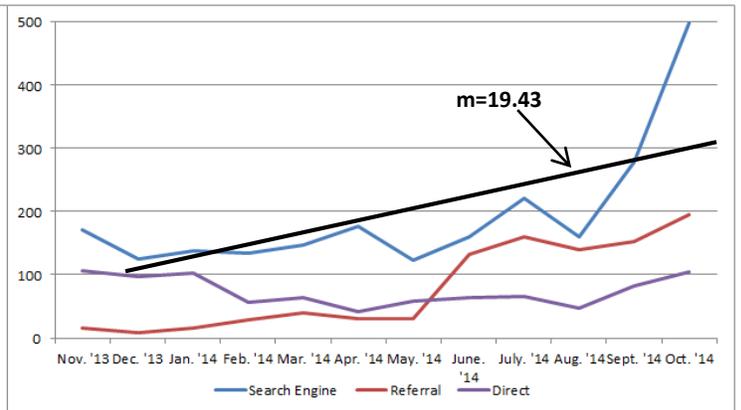


Figure 1: Monthly Website Traffic

- ☀ Comparing year over year visits by search channel, 3rdCoastPR.com saw a **21.2%** increase in organic search engine traffic over the course of their SEO engagement.
 - The slope of the search engine traffic trend line was **6.5 times** greater during 3rd Coast’s SEO engagement.

How did our optimized keywords perform in the eyes of the search engines?

After a rigorous and exhaustive keyword research process, LMG consultants and 3rd Coast execs agreed on 14 critical keywords for which they wanted 3rdCoastPR to rank:

- ☀ 3rd Coast PR’s site went from ranking for **3 Keywords** to ranking for **9 Keywords** on the First Page of Google Search Results including **2 in the top 3**
- ☀ 3rd Coast PR’s site went from ranking for **2 Keywords** to ranking for **8 Keywords** on First and Second Pages of Yahoo & Bing Search Results
- ☀ All keyword ranks are reported by month based on the average daily ranking of the individual keyword and rounded to the tenth decimal point.
- ☀ This daily rank tracking correlates perfectly with daily traffic reported in Google Analytics.

| Keyword | 10/30/2013 (Account Start) | | | October 2014 | | |
|------------|----------------------------|-------|------|--------------|-------|------|
| | Google | Yahoo | Bing | Google | Yahoo | Bing |
| Keyword 1 | >100 | >100 | >100 | 19.8 | 2.0 | 2.0 |
| Keyword 2 | >100 | >100 | >100 | 53.8 | 3.0 | 3.0 |
| Keyword 3 | 16 | 41 | >100 | 9.0 | 39.0 | 40.0 |
| Keyword 4 | 16 | >100 | >100 | 3.8 | 15.0 | 27.0 |
| Keyword 5 | >100 | >100 | >100 | 6.5 | >100 | >100 |
| Keyword 6 | >100 | >100 | >100 | 4.6 | 8.0 | 8.0 |
| Keyword 7 | 14 | >100 | >100 | 4.9 | 14.0 | 14.0 |
| Keyword 8 | 6 | 18 | >100 | 1.6 | 1.0 | 1.0 |
| Keyword 9 | >100 | >100 | >100 | 9.8 | >100 | >100 |
| Keyword 10 | 6 | 46 | >100 | 8.0 | 8.0 | 8.0 |
| Keyword 11 | >100 | >100 | >100 | 68.9 | >100 | >100 |
| Keyword 12 | 6 | 9 | >100 | 10.9 | 11.0 | 12.0 |
| Keyword 13 | >100 | >100 | >100 | 22.4 | >100 | >100 |
| Keyword 14 | >100 | >100 | >100 | >100 | >100 | >100 |

Figure 1: Keyword Ranks

What other types of onsite and offsite returns did 3rd Coast PR see?

- ☀️ Link building campaigns yielded positive gains in all major key performance indicators on 3rd Coast PR's site.
 - **80%** increase in followed linking root domains
 - **22%** increase in followed external links
 - **6%** increase in domain authority

Increase in Key Performance Indicators Yields:

- ☀️ Increase in referral traffic.
 - From November '13 – October '14, **58% of all referral traffic** to 3rdCoastPR.com was attributed to links obtained by Logical Media Group link building campaigns
 - LMG attributed referral traffic was **51% less likely** to result in a bounce
- ☀️ Increase in business leads over 6 month engagement:
 - 3rd Coast saw a steady increase in organic leads as a result of their SEO efforts.
 - Their executives were able to confirm multiple new contracts that came from new client business as a result of increased Google organic search results.

For more information, please [contact us](#) or give us a call at 773-512-5462.

"We have been thoroughly impressed with Logical Media Group and the tremendous organic SEO results they have achieved for our agency in a relatively short time period. The Logical team is clearly very passionate about SEO and it is evident that they study the craft to stay at the forefront of the ever-changing search engine landscape, its rules, and best practices. They are also very personable and professional, delivering amazing client service and response times. Since we sell services, not a product, bringing legitimate potential clients to our site required very strategic targeting. We are pleased to say we have really seen traffic to our site from the right people increase dramatically as a result of our partnership."

- Rich Timmons, President & Chief Strategy Officer, 3rd Coast PR

