



AKA DESIGN INC

AWARD WINNING HOTEL & COUNTRY CLUB DESIGN

# SEO CASE STUDY

## The Challenge

When we spoke with Alisa, the owner of AKA Design, she shared two goals for growing her business. First, she wanted to increase the local online visibility of her firm. Second, she wanted to generate organic search leads targeting her specialization in restaurant/bar, hotel, country club, and healthcare interior design. With the goals set, we went to work.

## The “Nett” Solution

### 1. New Wordpress Website

The first step was to move her website from an out-of-date Windows server to an updated, search engine-friendly CMS. We selected the best Wordpress theme for the brand, created a solid sitemap, styled the site, implemented content and utilized several plugins to set up the site for proper optimization and organic search performance. Since you don’t need to know any coding to change content on a CMS, the client no longer has to pay a web developer to edit the site, thus saving significant costs to the client down the line.

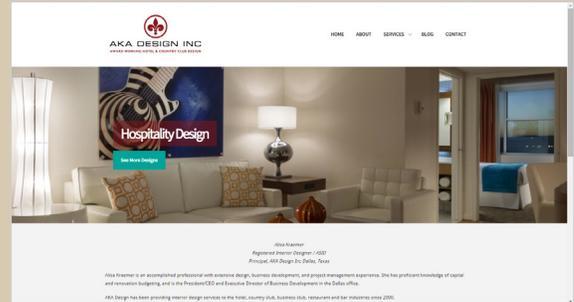
### 2. Keyword Research and Mapping

Focusing on the Dallas/Fort Worth area, we researched nearly 300 keywords and narrowed the list down to a potential 25. We then had the client select 10 keywords from our recommendations. \*\*Within one year, results were so strong that 10 more target keywords, focused on the national level, were added.

### PREVIOUS SITE



### NEW SITE



### 3. On-Page Optimization

With target keywords selected, we implemented the on-page optimization strategy across target pages of the website. This included page titles, headers, meta descriptions, and setting up a proper blog.

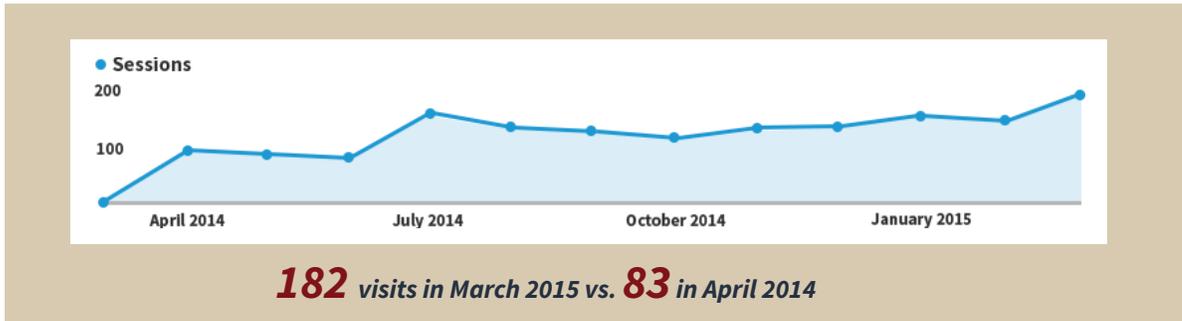
### 4. Content Creation/Link Building:

In order to attract links the natural, organic way that Google recommends, we engaged in content placement and provided monthly blog posts along with a link building campaign.



# The "Nett" Result

Increased organic traffic visits by **120%**.



**100%** rise in lead conversions from the website. Opened up a completely new lead channel.



March 2015   Target Keyword Organic Rankings				
Keyword/Phrase Note: * * = Not in the top 30 results Yellow Highlights = First Page Results	Google	Google	Google	Google
	Benchmark, 2013 Rankings	Jan-15	Feb-15	Mar-15
country club interior design	12	1	1	1
country club interior design dallas	*	1	1	1
golf interior design	25	3	4	3
golf interior design dallas	*	1	1	1
healthcare interior design	*	*	90	60
healthcare interior design dallas	*	20	10	7
hospitality interior design	*	81	69	65
hospitality interior design dallas	*	5	4	4
hospitality interior designers	*	27	50	56
hospitality interior designers dallas	*	2	3	3
hotel interior design	*	8	9	10
hotel interior design dallas	*	2	2	3
hotel interior designers	*	6	7	19
hotel interior designers dallas	*	2	2	1
interior design dallas	*	*	90	97
luxury interior design	*	*	*	*
luxury interior design dallas	*	*	61	*
restaurant bar design	*	*	*	*
restaurant bar design dallas	*	3	4	1

## Background

AKA Design, Inc. is a commercial interior design firm in Dallas, TX, specializing in restaurant/bar, hotel, country club, and healthcare interior design since 2000. The owner, Alisa Kraemer, is an accomplished professional with extensive design, business development, and project management experience. She has proficient knowledge of capital and renovation budgeting, and is the President/CEO and Executive Director of Business Development in the Dallas office.