

# IMPROVED CTR OVER 100% THROUGH INCREASED KEYWORD VISIBILITY DURING SITE MIGRATION

## Business Challenges

- Whole sitewide migration launched Nov 21, 2022
- Very limited content and implementation due to band's sporadic schedule
- Competing bands stealing content

## (un)Common Approach to SEO

- Work hand-in-hand with the designer to ensure all content, site navigation structure, and technical backend is optimized
- Identify target keywords and ensure they are strategically implemented to the proper pages
- Sitewide meta content recommendations

## (un)Common Results



133.3%  
increase in  
non-branded  
clicks



229.4%  
increase in  
non-branded  
impressions



516.5%  
increase in  
branded  
clicks

Keyword	December 2022 Average Position	January 2023 Average Position
80s music tonight near me	Not Ranking	8.00
concert 80s	11.00	8.00
80s tribute band near me	37.00	15.00
80s tribute band	30.67	15.07
80's cover bands playing near me	30.67	15.40
80's bands on tour	Not Ranking	17.00