

FRANK PANARO

Frank Panaro Photography & Video (FPPV) is a premier fine art and photojournalism company specializing in wedding photojournalism, natural and candid bridal images, documentary photography, family portraits, classic wedding photography, traditional wedding photography, and corporate and event photography.



THE CHALLENGE

Before working with OrangeSoda, FPPV was frustrated that their website was not ranking well for keywords critical to their business. They were also concerned that their website was not SEO-friendly and contained features that the big search engines might consider unethical. They asked OrangeSoda to increase their rankings and optimize their website using only the most ethical SEO practices.

THE PLAN

- Modify keyword density techniques of the website to ensure the top search engines would judge it relevant and ethical
- Add location-specific web pages and optimize each page to drive a high volume of local traffic
- Focus optimization efforts on south Florida and other high-profit locations

THE RESULTS

- Achieved a #1 ranking for 2 highly competitive keywords on 2 top search engines
- Attained a #1 and #2 ranking for another competitive keyword on 2 top search engines
- Reached a #8 ranking for a highly competitive keyword in America's most competitive local market