



GEP Washington is a destination management company: specializing in the design and management of special events.



THE CHALLENGE

- GEP Washington recently made a great new flash site—which unfortunately was not search-engine friendly
- Highly competitive industry, in a highly competitive location
- Customers searching for the company online weren't able to find website, even when searching for the brand name

THE PLAN

- Get site SEO friendly by creating title and meta tags, sitemap, broken link analysis, and duplicate content analysis. This allows the site to be indexed by search engines and directories quickly and easily.
- Aggressive link-building strategy. An increase of in-bound links helped the GEP Washington site to steadily improve keyword rank until a first page ranking was achieved.
- Frequent and proactive optimization recommendations, in order to stay on top of highly competitive industry.
- OrangeSoda uses only white-hat practices, ensuring that GEP Washington's rank improvements are search engine approved.

THE RESULTS

- Quick response times from OrangeSoda with simple and effective solutions
- Frequent and helpful marketing updates from dedicated account manager
- First page keyword rank for five keywords, with initial rankings between 60-100, bringing high visibility and relevant traffic
- Total revenue up 5% since last year
- Getting regular leads from their new website that are converting into business