



InXpress is a freight forward company: a business to business carrier of small to large parcels, with always on time delivery, all-in-one invoices, and exceptional customer service.



## THE CHALLENGE

- nXpress website did not have solid web presence and legitimacy that competitors had.
- Needed to sell more franchises, but could not be easily found by interested parties.
- Business and website relatively new, needed quick solution to find new and long-term costumers
- Website wasn't being found when relevant keywords were searched for. Important keywords ranked 60th or worse.

## 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 InXpress 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 InXpress' rank improvements are search engine approved.

## THE RESULTS

- First place keyword rank for one keyword, first page ranking for two keywords.
- A search for the company name results in a great search engine ranking
- 87.5 % increase in website conversions
- 47.7% increase in traffic
- High rankings bringing high visibility and relevant traffic.