

What Helped an Oklahoma City Event Planner Dominate Google Rankings?

Client: Oklahoma City-Based Event Planning Company



CAMPAIGN SUMMARY:

A game-changing SEO strategy that elevated brand visibility and client engagement!

BACKGROUND

A top event planning company in Oklahoma City hired us to improve their SEO, boost Google rankings, and attract more clients for weddings, corporate events, and social gatherings.

Target Audience: Event Hosts, Corporate Clients, Wedding Planners, Party Organizers, Nonprofits, Local Businesses.

CHALLENGES

1

Low Visibility:

Their website struggled to rank on search engine results pages (SERPs), limiting online reach.

2

Insufficient Organic Traffic:

A lack of organic traffic reduced new lead generation.

3

Competitive Market:

The event planning industry in Oklahoma City is saturated with well-established companies.

4

Brand Awareness:

Needed a stronger brand presence to stand out in a crowded market.

STRATEGIES

- Website Analysis & Optimization:** Audited the website for technical SEO issues and competitor differentiation.
- Keyword Research & On-Page SEO:** Targeted high-value keywords and optimized content, meta tags, and URLs.
- Content Strategy:** Created keyword-rich blogs, service pages, and testimonials, promoted across channels.
- Technical SEO:** Enhanced site speed, mobile responsiveness, and added schema markup.
- Link Building:** Built quality backlinks and conducted outreach for guest posts and brand mentions.

RESULTS



25% Lower Bounce Rate



15% Higher Visitor Retention



45% Top 10 Search Rankings



60% Increase in Organic Traffic



206-337-9539



support@connectedstars.com



www.connectedstars.com