



[www.naninasinthepark.com](http://www.naninasinthepark.com)

## Overview

Nanina's in the park is the perfect fashionable and amicable New Jersey Wedding Venues for organizing and hosting corporate events, fundraisers, banquets and other special occasions. Event planners with more than 25years of experience.

## Client Goals

1. A page 1 Google ranking for 12 relevant keywords
2. A page 1 ranking in Yahoo and Bing for 12 relevant keywords.
3. Increase in web site traffic

## Preliminary Site Analysis and Observations

USA Web Solutions performed a preliminary site analysis and observed that naninasinthepark.com did not have a sufficient amount of incoming links. We also determined that much on-page optimization needed to be completed and that there was not a sufficient amount of on-site content.

## SEO Strategy

USA Web Solutions performed on-page optimization for the web site index page (home page) as well as its inner pages. The theme of each page was clearly defined using carefully selected keywords so that every section of the website was easy for search engines to identify. We created 8 search engine friendly pages with content carefully crafted around specific keywords.

An off-site link building campaign was also undertaken. As part of our link building strategy, we promoted the client's website on general directories as well as directories that were directly related to the services offered by the company (theme-based directories). In addition, we conducted a social media optimization campaign by writing and submitting articles to content sharing websites (such as Digg.com), promoting the website's blog, creating and promoting RSS feeds, and submitting the website to social book marking sites.

## Results

Total increase in traffic over a 6 month period: 64,874 visitors

<b>Key Words</b>	<b>Google Page Ranking</b>	<b>Yahoo Page Ranking</b>	<b>Bing Page Ranking</b>
new jersey wedding venues	1	4	4
nj wedding venues	1	7	7
new jersey wedding locations	2	Nil	Nil
nj wedding locations	3	Nil	Nil
outdoor weddings nj	1	13	13
new jersey wedding places	1	13	13
new jersey reception halls	4	2	2
new jersey wedding reception halls	3	3	3
new jersey wedding hall	2	2	2
wedding halls nj	2	8	8
new jersey wedding caterers	2	Nil	Nil
wedding catering nj	2	Nil	Nil
new jersey caterers	4	Nil	Nil
nj caterers	4	Nil	Nil
nj event planners	1	2	2
nj corporate events	1	2	2
nj wedding events	2	2	2
wedding menu nj	2	1	1
nj wedding vendors	2	2	2