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Overview

The International Business Forum (IBF) hosts financial and business conferences on topics such as venture capital, private equity investing, corporate finance, mergers & acquisitions, corporate strategic investing, managing defined contribution/401(k) plans, institutional investing, funding technology innovation, and the commercialization of intellectual property.

Client Goals

1. A page 1 Google and Yahoo ranking for theme-related keywords.
2. Increase in web site traffic.

Preliminary Site Analysis and Observations

USA SEO Services performed a preliminary site analysis and observed that accelerantgroup.com did not have a sufficient amount of incoming links. We also determined that much on-page optimization needed to be completed and the web site has dynamic URL structure.

SEO Strategy

USA SEO Services performed on-page optimization for the web site index page (home page) as well as created search engine friendly urls for 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.

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: 1,360 visitors

Key Words	Google Ranking	Yahoo Ranking
ibf	3	8
international business forum	1	1
business conferences	3	1
business conferences 2008	1	1
international business conferences	1	1
finance conferences	5	25
finance conferences 2008	10	1