



Rhode Island Search Optimization Case Study

Background

Coconut Headphones, a Rhode Island-based search engine optimization consultancy, (hopefully) began to dominate Search Engine Results pages for a number of Rhode Island SEO-oriented terms, after some simple on-page optimization and link building performed in January 2012.

“It’s surprising how far you can get with primarily on-page optimization and a little bit of link building. SEO isn’t rocket science, there are real, data-based best practices which, if followed properly, can drive significant results. I’m amazed that more businesses don’t explore the low-hanging fruit available to them that an SEO audit can often reveal.”

**- Ted Ives,
Rhode-Island-based
Search Marketing
Consultant**

Challenge

In early 2012, Ted Ives noticed that his website, Coconut Headphones, that describes his SEO consultancy services, was not ranking at all for any SEO-related terms that involve Rhode Island. As a thought leader in the SEO industry, this was surprising, and even embarrassing, as potential prospects often perform a few searches to see if an SEO firm can rank itself for various terms. While Ted had focused on building great content, and building an interested audience, there was a clear need to “eat his own dog food”, and seo-optimize his own website.

Solution

In the ideal situation, an individual page should be created for each targeted keyword, and optimized for that keyword. In this case however, since Ted was going to use his blog as a vehicle for this content, he decided to create a single hyper-optimized page focused on four terms: “ri seo”, “rhode island seo”, “search optimization ri”, and “ri seo consultant”.

His article at www.coconutheadphones.com details the extensive analysis that was necessary, and the types of on-page optimizations that were performed on the article itself.

Results

The highly optimized blog posting was created on January 15, 2012. Experience has shown that Google often takes up to 2-4 weeks to discover, index, and rank content (Google prioritizes crawling, and presumably indexing, “roughly in order of PageRank”). Since the Coconut Headphones blog is a PageRank 3 website, it should not be long before the results of this exercise should be knowable; when they are in, this case study will detail the results.