

Case Study:
**West End Community
Centre Association**



About West End Community Centre

The West End Community Centre Association (WECCA) is a volunteer driven company involved with providing recreational, educational, and social activities and services at Barclay Manor, Coal Harbour and West End Community Centres in Vancouver, British Columbia.

Introduction

WECCA is a Vancouver, British Columbia based company that partnered with J.Ringer Consulting to facilitate the building of their website in June, 2013. Since 2013, J.Ringer Consulting has continuously worked to improve WECCA's SEO campaign. The services include working in concert with WECCA's social media manager to maintain their presence in the community and strengthen westendcc.ca's visibility in the online space.

Three (3) key, on-going services were developed for the website:

1. Improve keyword strategies to increase the success of their organic search ranking.
2. Improve on-page optimization to increase the traffic to their site using targeted keywords.
3. Improve off-page optimization to maximize their websites performance in search engines.

Areas of Improvement

1. Keyword Strategy

Curating a comprehensive keyword strategy for The West End Community Centre Association is an integral part of the success of the organic search ranking results. With the increased popularity of search for longer-tailed keywords, there is a decline in the historically effective 2-word searches. This change in search landscape offers higher click through rates and better-qualified traffic. In order to further improve the keyword strategy, J.Ringer Consulting focuses on two (2) key elements:

- Identifying trends and proper terms that align with WECCA's website and target audience.
- Determining areas of opportunity to increase organic search ranking.

WECCA's Centres reach a diverse clientele. Barclay Manor offers programs for seniors and older adults, Coal Harbour Community Centre for young children and families and the West End Community Centre offers activities and programs for people of all ages. Therefore, by implementing an on-going keyword strategy to adhere to WECCA's broad target market and to their continuous website updates, J.Ringer Consulting's improved westendcc.ca's visibility, and increased their number of new sessions and percentage of visitors who are visiting the site for the first time by 1.05% and 88.35% respectively from March 2014 to March 2015.

Landing Page Acquisition for March 2014 to March 2015

% New Sessions	New Users
1.05% ↑	88.35% ↑

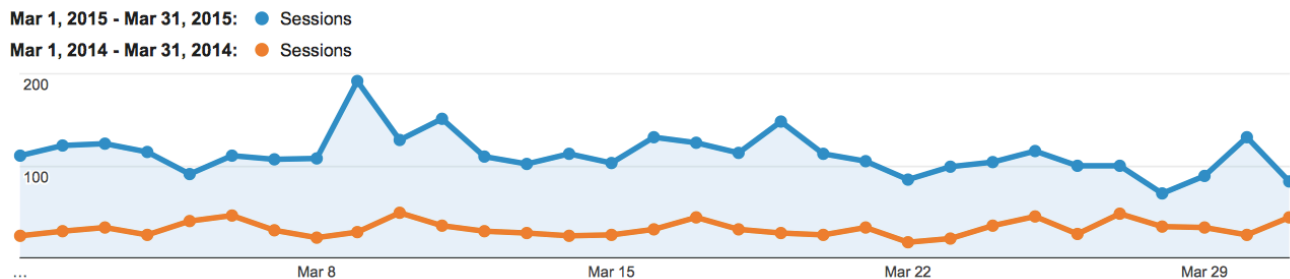
2. On-Page Optimization

On-page optimization is a key piece to any successful SEO strategy to improve the websites search engine ranking. Three (3) key elements are the focus of the on-page improvements for WECCA:

- Continuous content analysis and upkeep. Continuous content development in the form of special events.
- Reoccurring Meta tag analysis and upkeep to manage tags for seasonal changes and keyword focus.

Consistently analyzing the West End Community Centre's website content is crucial to eliminating redundant, outdated and trivial content. The WECCA targets a wide variety of activities that require continuous content upkeep in the form of seasonal program guides, special events and Meta tag analysis. By maintaining a long term SEO strategy that is suited to the West End Community Centre Association's array of changing events and activities, J.Ringer Consulting provides WECCA with a competitive advantage and increase in visibility, that boosted their sessions from organic search traffic by 255.43% from March 2014 to March 2015, as shown below.

Sessions from Organic Search Traffic for March 2014 and 2015



J.Ringer Consulting also focuses on consistently adding upcoming special events to westendcc.ca and elaborating on event details to meet Google's optimization guidelines. J.Ringer Consulting improved WECCA's bounce rate, pages per session and average session duration from organic traffic sources by 10.41%, 4.21% and 12.97% respectively from March 2014 to March 2015, as shown below.

Bounce Rate, Pages per Session and Average Session Duration for March 2014 to March 2015

Bounce Rate	Pages / Session	Avg. Session Duration
10.41% ↑	4.21% ↑	12.97% ↑

3. Off-Page Optimization

Off-page optimization is another extremely important part of search engine optimization as it helps to maximize a websites performance in search engines through high-quality backlinks. The proper off-page optimization services improve search engine rankings and ultimately lead to increased website traffic and conversions. Two (2) key elements are the main focus of the off-page improvements:

- Consistent backlink monitoring to determine new opportunities and monitor for malicious backlinks.
- Consistent broken link upkeep to remove links to non-existent pages and to update links to relocate content.

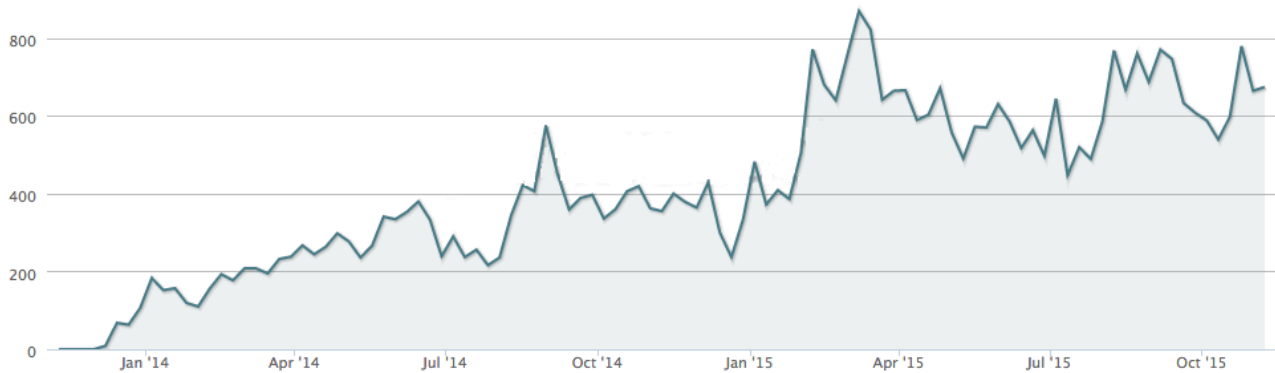
By focusing on off-page optimization, J.Ringer Consulting improved WECCA's pageviews and unique pageviews from all traffic sources by 116.12% and 110.40% respectively from March 2014 to March 2015 as shown below.

Pageviews and Unique Pageviews for March 2014 to March 2015

Pageviews	Unique Pageviews
116.12% 	110.40% 

Further, WECCA saw a steady increase in their organic search traffic on Google from January 2014 to October 2015 as shown below.

Google Organic Traffic from January 2014 to October 2015



Total Google Organic Traffic: 43,405

Conclusion

By providing WECCA with on-going SEO services, the website now receives over 200 phone calls and over 400 requests for the address from the Google My Business Listing monthly. J.Ringer Consulting has also provided them with professional and quantifiable SEO consulting in order to:

- Increase the amount of new sessions and new users by 1.05% and 88.35% respectively.
- Increase organic search traffic by 255.43%.
- Decrease the bounce rate and increase pages per session and average session duration from organic traffic sources by 10.41%, 4.21% and 12.97% respectively.
- Increase pageviews and unique pageviews by 116.12% and 110.40% respectively.

J.RINGER CONSULTING

J.Ringer Consulting helps brands build a stronger web presence with an integrated digital marketing strategy. Specializing in search engine optimization, strategies are custom tailored for each individual website for ongoing success. Whether your website is just a few pages or a few thousand, we can give your business the advantage in the search results.

COMPREHENSIVE SEO SERVICES

- Get a detailed SEO assessment of your website and how it stacks up to your competitors
- Leverage Google and Bing services for optimal search engine visibility
- Implement a personalized optimization strategy to meet your unique business goals
- On-brand content development crafted to engage and convert visitors
- Understand how your visitors behave on your website with analytics tracking

ONE CLIENT, ONE INDUSTRY

Your business success depends on staying ahead of your competition. To ensure the best results for our clients, we do not work with direct competitors. You can rest easy knowing that your website isn't getting the same cookie-cutter strategy as your competitor down the road.

LET'S CONNECT

phone: 778.988.3119

twitter: @jringer604

email: info@jringer.ca

skype: j.ringer.consulting