

CASE STUDY

Voy Music increpases its traffic from search engines with Search Engine Optimization (SEO)



Voy Music is the leading site of online Latin radios, as well as, news and content related to music in the USA. Currently, the main service is the online radios offering the user a wide variety of music genres.

THE CHALLENGE

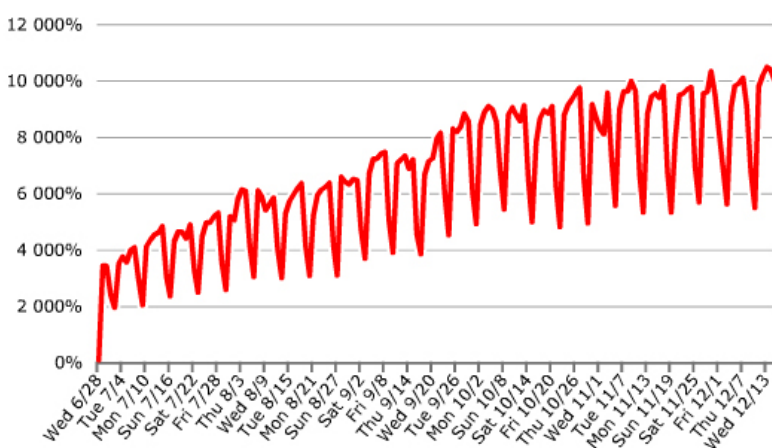
The main goal set by VoyMusic.com to InZearch was to generate 1,100,000 visits from the organic search results of search engines within a one year period.

The strategy developed by InZearch, consisted in developing and implementing strategies to optimize the site www.voymusic.com in order to improve it's positioning in these results, and in turn insuring that everyone interested in Latin music would come across the site.

InZearch worked with different variables that affect the ranking such as; Titles, metatags, rewriting the URL'S, headers, and internal link structure.

RESULTS

Only 6 months and a half after beginning the job of optimization, the client's site substantially increased its visibility in search results, surpassing the objective defined and attaining 1,160,000 visits from organic results (a 209% growth in the site traffic was attained in comparison with the first day our work began), allowing us to project a larger number of visits over the one year optimization period.



"inZearch* allowed us to substantially increase the site audience and achieve our commercial objectives" Alejandro Cosentino CEO of Voy music