SEO CASE STUDY
TOWN OF FREDERICK, CO.

TOWN OF FREDERICK GROWS BRAND AWARENESS AND REACHES A BRAND NEW AUDIENCE
IN FORM CREATIONS IMPLEMENTS AN SEO CAMPAIGN THAT RANKS TOWN OF FREDERICK #1 FOR “SMALL TOWNS NEAR DENVER” SEARCHES

THE CHALLENGE
Over 200,000 people move to Colorado every year. That means almost 700,000 Google searches a month for keywords related to “moving to denver”. As a small municipality in the Greater Denver Area, how can a town like Frederick, CO stand out amongst the competition as a great place to live, work, and play? The answer is SEO.

A UNIQUE MARKETING SOLUTION
Think about traditional marketing. It’s all about pushing content in front of an audience that may not even want your message. Here, read this ad. Watch this commercial. Listen to our radio spot. A constant battle to find a way to get in front of your target audience. SEO is a completely different approach. SEO allows you to discover exactly what your audience is looking for, create content tailored to their interests, and appear before them in the exact moment they are looking for you. What better way to market to your target audience?

TOWN OF FREDERICK
With this in mind, we approached the Town of Frederick with a solution to their challenge of reaching an uneducated audience interested in learning more about Greater Denver. We analyzed a number of keywords with a combination of high search volume and low competition, settling on “small towns near denver” as the ideal search to target. Looking at the current website, we didn’t have an existing page that we could optimize for these keywords, requiring a custom landing page to be built.

SMALL TOWNS NEAR DENVER LANDING PAGE
Next it came down to quality content. Not only do we need content that will rank high for our target search, but we need content that will educate the visitor, engage them, and ultimately get them the information they need. Content was written, the page was built, and In Form Creations optimized the page for our “small towns near denver” search.

THE RESULTS
Since implementing the landing page it has become one of the most visited pages on the Town of Frederick website, one of the most engaging pages, and attracts the most new visitors of any page. Currently on pace to attract 3,300 visitors in 2016, with over 91% of them being brand new visitors.

GOOGLE SEARCHES

- #1: “small towns near denver”
- #3: “best small towns near denver”
- #3: “towns near denver”

WEBSITE RESULTS

- #1: % New Visitors
- #3: Avg Time on Page
- #6: Most Visited Pages

“I had heard of SEO and the power it can have to reach the audience you’re targeting, but didn’t have the first idea of how to get there. In Form Creations was the missing link we needed to capitalize on this marketing practice and the results speak for themselves!”

MEGAN WILLIAMS – TOWN OF FREDERICK

CHALLENGE:
As a smaller town in the Greater Denver Area, Frederick needed help building awareness about their great town while attempting to attract families moving to the area or out of Denver.

SOLUTION:
In Form Creations was hired to implement an SEO campaign. Through careful analysis the keywords “small towns near denver” were targeted. The solution required a landing page optimized for those keywords, carefully crafted content, behind-the-scenes SEO work on the landing page, and backlinks to be researched and built out.

RESULTS:
The “Small Towns Near Denver” landing page now ranks as follows for the following high volume searches:

- #1 - small towns near denver
- #3 - best small towns near denver
- #3 - towns near denver

It is currently the sixth most visited page on the Town of Frederick website, on pace to reach over 3,300 new visitors in 2016.

Of the 50 top visited pages on the Town of Frederick website, the “Small Towns Near Denver” page ranks accordingly:

- #6 - Most Visited Pages
- #3 - Avg Time on Page
- #1 - % New Visitors