



davidviers.com

David Viers & Associates (DVA) specializes in buying and selling Montana ranches and land. For over 27 years, the firm has developed a reputation for outstanding professionalism, a unique understanding of their clientele, and a genuine love for the rancher lifestyle and the natural beauty of Montana.



THE CHALLENGE

DVA's success is dependent not on quantity of leads, but on highly-targeted, qualified leads representing individuals who have the financial resources and interest in purchasing or selling multi-acre Montana ranches. Recognizing that search engines are ideal for attracting active seekers of niche services, they asked OrangeSoda to create a search engine optimization campaign tightly focused on helping them locate their ideal client.

THE PLAN

- Focus optimization efforts on Montana and ranch-based keywords to drive the highest volume of relevant leads
- Optimize keyword density and meta-data to build credibility and relevance
- Initiate intensive link building campaign designed to drive a higher volume of pre-qualified web traffic

THE RESULTS

- Increased ranking from page 4 to page 1 for a high-traffic keyword
- Improved average daily new visitors to site by 64%
- SEO has become the #1 source for best leads