

CASE STUDY: DINO SAFARI SEO

How we delivered an 8,536% ROI &
over \$1 MILLION dollars in revenue
with SEO services.

The Challenge

Dino Safari came to Notice U Marketing with 5 huge problems:

1. They were a brand new business opening in the middle of the Covid-19 outbreak.
2. They were a traveling exhibition and needed to show up in local searches for multiple cities. And they were moving quickly, often not knowing which city they would be in until a week before opening in there.
3. They were a new business with a new website. They had no Domain or Page Authority to launch with.
4. In some cities, the only form of marketing they had available to them was digital.
5. They had other head-on competitors who had already beaten them to the digital space and done so for a significantly long time.

Dino Safari's traveling exhibition toured for 7 months in the Eastern part of the United States. With no previous online presence and routing that moved them from city to city every two to 6 weeks, the situation created a huge challenge for Notice U Marketing.

The client needed to show up in local search and in Google Maps in spite of a rapidly cascading succession of locations and, if not properly managed, Google would get the locations confused with one another and misdirect customers.

All website traffic channels, including organic, needed to sell tickets online.

Keywords & Strategy

Keywords

Our first step was to ascertain the most appropriate keywords for Dino Safari and to target three separate keyword areas:

- Brand keywords
- Short-tailed Industry keywords
- Location-based keywords

Brand keywords focused on searches such as "**Dino Safari**" and "**Dino Safari Drive-Thru Adventure.**"

Short-tailed keywords focused on searches such as "**dinosaur drive-thru,**" "**dinosaur adventure,**" and "**dinosaur museum.**"

Finally, location-based keywords focused on searches such as "**dino safari Paramus NJ**" and "**Cleveland dinosaur tour.**"

Our Strategy

Our strategy focused solely on heavy On-Page SEO, with some occasional social bookmarking on Reddit listings.

It also took advantage of a strong Public Relations effort that built backlinks from local news websites.

On-Page Optimization

We implemented best practices for all On-Page efforts, including keyword optimization of the Exhibit Location pages. The Location Pages also included Event Schema which allowed us to reach a wider audience in searches by targeting those who were looking for events in their area and showing them a listing for the Dino Safari event near them.

Whenever a new location was added to the website, we immediately resubmitted the sitemap to Google to ensure that the new location pages were indexed as quickly as possible.

We tracked keywords for each location and used comparisons to competitors to evaluate where we ranked relative to our biggest threats. This allowed us to identify which keywords in specific cities needed to be aggressively re-worked so we could out-rank our competitor.

Content-Based Blog Strategy

We also implemented a content-based strategy by publishing blogs for each of the locations. Below are links to some of the blog articles we released on the Dino Safari website:

- [Dino Safari in Cleveland, OH](#)
- [Announcing Freehold, NJ at the Freehold Raceway Mall](#)
- [Extended by Popular Demand in Chicagoland!](#)

The Results

Period: February 1st, 2021, thru August 31st, 2021 (Total Operating Length of Exhibit)

Services	Search Engine Optimization	Paid Media (Used for Comparison)
Spend	\$11,150* (On-Page Only)	\$138,907.54
Revenue From Organic	\$954,781.92	\$1,658,893.16
ROI	8,563% 717% Higher ROI than Paid Media	1,194%

Search Engine Optimization was able to produce an 8,563% ROI for Dino Safari. Since we do not have previous periods to compare these numbers to, we have compared the data to another source of the company's revenue.

Search Engine Optimization generated an ROI 717% higher than Google Paid Search. That means for every dollar spent in SEO, Dino Safari had to spend \$7.17 in Google Paid Search to get the same ROI result.

** This relied on content production and backlinks that originated from PR services at an additional cost.*

The Overall Effect of SEO on Dino Safari's Revenue

SEO accounted for 14% of the total revenue Dino Safari generated during the 7 months it toured. Which totaled about 1 million out of the 7 million dollar total generated in online revenue.

What This Means for Your Brand

There's an SEO strategy for every business — including yours.

Often — either due to past experiences or misconceptions — business owners feel that their company is the exception. Maybe they think their field is too competitive or already dominated by a leader. Some have tried and failed at SEO in the past. But SEO matters more now than ever!

- Organic traffic has a 16% better chance of becoming customers than any other traffic to your website.
- Organic search drives 51 percent of all visits to B2B and B2C websites.
- Organic search has no direct media cost and extremely high return.
- Organic search touches and impacts all digital marketing channels AND offline sales.
- Organic search simultaneously builds brand awareness and drives revenue.

Our SEO service works

1. Visibility in Search increases.
2. Traffic to your site increases.
3. Page one ranking happens for more and more search terms every month.

We set correct expectations, show you step by step what we are doing and why we are doing it. We do not surprise you and we never mislead you.

With Dino Safari we started at ZERO and we finished by delivering nearly \$1 million dollars in revenue. WHAT ARE YOU WAITING FOR?

Reach out to Notice U Marketing today — and we'll get working on crafting an SEO strategy for you that'll beat your expectations.