

# MEDIA7 X

## Sacramento4Kids - Case Study



## Sacramento4Kids

Sacramento4Kids is a family resource hub for everything kids in the Greater Sacramento area—events, classes, camps, child care, schools, deals, and more.

They came to us wanting to boost traffic and outshine their competitors locally.

In just two months, we helped them increase their visibility and drive more parents to their site.

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### Challenges

- The internal pages of the website had little or no content and thus, were not keyword optimized.
- It had no organic rankings and very little customer base.
- Sacramento4kids had invested a significant resources in content marketing by building their blog with the goal of directing traffic to their main site.

Though this was considered as “warm traffic” as the users would not be interacting with the brand in the first go, but still if they’ve reached the blog and read the articles, they have managed to show some level of engagement. So, there was a need to increase their blog traffic too

### Solution

- We started with optimizing the website locally by creating local business listings and also got 3 4 high-quality contextual links from high DA, high TF sites
- We fixed the content of the pages according to their relevant keywords.
- We also drafted new engaging content for the pages which had no substantial content and optimized them according to the keywords.

- We optimized the landing pages and included better call to actions which increased the conversion rate.
- We performed a full on-page optimization for the website which included Robots.txt optimization, reducing the load time of the website, creating optimized Meta tags and optimizing the Image Alt tags .
- We also got the “Breadcrumbs” navigation updated on all the internal pages of the site (including the blog section) to offer a one-click access to the higher site levels.

## Results

Domain	Keyword	Start				1 Day	7 Days	30 Days	Life
sacramento4kids.com/cat/kids-ea...	  kids eat free sacramento	5	2	-	5	-	-	↑ 1	↑ 3
sacramento4kids.com/cat/birthda...	  birthday parties sacramento	6	3	4	-	-	-	-	↑ 2
sacramento4kids.com/20-fun-thin...	  sacramento with kids	22	3	-	3	-	↓ 1	↑ 20	↑ 19
sacramento4kids.com/upcoming-...	  sacramento kids events	8	6	-	1	-	-	↓ 2	↑ 3
sacramento4kids.com/20-fun-thin...	  things for kids to do in saer...	34	6	5	6	-	-	↑ 3	↑ 28
sacramento4kids.com/20-fun-thin...	  things to do with kids in sa...	37	7	-	-	-	-	↑ 4	↑ 30
sacramento4kids.com/spring-bro...	  activities for kids sacramento	27	7	-	-	-	-	↑ 15	↑ 20
sacramento4kids.com/20-fun-thin...	  places to visit in sacramen...	23	7	-	7	↑ 10	↑ 11	↑ 26	↑ 16
sacramento4kids.com/20-fun-thin...	  fun things to do with kids i...	30	8	-	-	↓ 2	-	↑ 3	↑ 22
sacramento4kids.com/	  kids activities sacramento	27	10	-	6	-	↓ 1	↑ 13	↑ 17
sacramento4kids.com/spring-bro...	  sacramento kids activities	26	10	-	-	-	↓ 1	↑ 7	↑ 16
sacramento4kids.com/20-fun-thin...	  kid activities in sacramento	34	10	-	6	-	-	↑ 13	↑ 24



## Best of Sacramento With Kids | Kids Activities Sacramento

<https://sacramentokids.com/>

 148  2  0  0

Ahrefs Rank <sup>1</sup>

19,829,385

DR <sup>1</sup>

26

DR <sup>1</sup>

38

Backlinks <sup>1</sup>

6,83K <sup>+40</sup>

Live 6.38K

Referring domains <sup>1</sup>

69 <sup>+3</sup>

Live 63

Organic keywords <sup>1</sup>

3.2K <sup>+60</sup>

Organic traffic <sup>1</sup>

470 <sup>+32</sup>

Paid keywords <sup>1</sup>

0

### Referring domains <sup>LIVE INDEX</sup> <sup>1</sup>

All time

One year

Last 30 days

