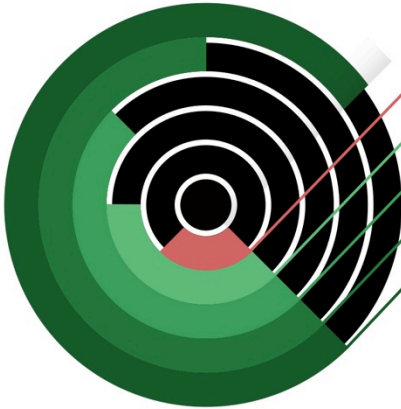




## **ORGANIC MOTION SEO CASE STUDY**

Presented By  
**Jonathan Beaton**

# THE CHALLENGE



- 02% is the average click-through rate for paid search
- 33% of Organic Traffic goes the #1 result
- 60% of all organic clicks go to the organic top 3 search results
- 61% of global Internet users research products online
- 93% of online experiences begin with a search engine





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# STEP 1: KEYWORD RESEARCH AND PRIORITIZATION





# KEYWORD METRICS

 **Search Volume** - The average searches, per month, in the US, a particular keyword is searched for.

 **CPC** - This represents currently how much companies, on average, are paying per click for a particular keyword in AdWords.

 **Market Value** - This is a simple formula where I multiply the search volume by the average CPC.

 **Difficulty** - Difficulty is ranked on a scale of 1-5 based on my own personal evaluation of the current competition for a specific keyword.

 **Relevance** - This is another subjective evaluation on a scale of 1-5 and should represent how relevant a particular keyword is to your business.

# INITIAL OM KEYWORD ANALYSIS

Keyword	Market Value	Difficulty	Relevance	Ranking
<i>organic motion</i>	\$386	1	1	1
<i>markerless motion capture</i>	\$293	1	1	8
<i>motion capture</i>	\$9,168	2	1	50+
<i>mocap</i>	\$2,952	2	1	50+
<i>motion tracking software</i>	\$1,856	2	1	50+
<i>what is motion capture</i>	\$1,675	2	1	50+
<i>motion capture software</i>	\$1,100	2	1	50+
<i>motion tracking</i>	\$4,649	2	1	50+
<i>motion analysis</i>	\$3,280	2	1	50+



# STEP 2: CREATE CONTENT FOR TARGET KEYWORD GROUPINGS

## On-Page Ranking Factors

- Body Text Similarity to Keyword
- Keyword Usage in Title Tag
- Keyword Usage in H1
- Total # of Characters in the HTML Code
- Keyword Usage in Body Text



## Additional correlations worth taking note of

- If a post is greater than 1,500 words, on average it receives 68.1% more tweets and 22.6% more Facebook likes than a post that is under 1,500 words.
- The average content length for a web page that ranks in the top 10 results for any keyword on Google has at least 2,000 words.



# ORGANIC MOTION CONTENT STRATEGY

👤 **One page cannot rank for every single keyword**

## 💻 **Homepage**

- Markerless motion capture

## 🏃 **What is Motion Capture Software?**

- Motion capture
- Motion capture software
- Mocap
- Motion tracking

## 🎬 **Motion Capture for Animation**

- Animation software
- Motion capture animation

# EXAMPLE

## What is Motion Capture?

**Motion capture** is the process of recording a live motion event and translating it into actionable data that allows for a 3d recreation of the performance. In other words, transforming a live performance into a digital performance.

## Who Uses Motion Capture?

- ✓ Engineering
- ✓ Law
- ✓ Entertainment
- ✓ Video Games
- ✓ Television
- ✓ Feature Films
- ✓ Medicine
- ✓ Sports
- ✓ Security and Defense
- ✓ Role Playing Engineering



WB Increases Animation Output by 4x

Download Now



## Early Years of Motion Capture Systems and Methodologies

The first technology-based, systematic studies of motion were conducted by **Eadweard Muybridge** in the 19th century, before the advent of cinematography, and served for decades as the basis for understanding how humans and animals move. In 1937, Walt Disney began experimenting with methodologies to realistically portray characters in the movie, Snow White. They adopted a technique called rotoscoping, invented earlier by Max Fleisher, whereby individual frames of movie film were traced onto animation cells as a means of speeding up the animation process.



# SIGNIFICANT ON-PAGE RANKING CORRELATIONS



*Businesses with websites of 401-1000 pages get **6x more leads** than those with **51-100 pages***

*If a post is greater than **1,500 words**, on average it receives **68.1%** more tweets and **22.6%** more Facebook likes than a post that is under 1,500 words.*



*The average content length for a web page that ranks in the **top 10 results** for any keyword on Google has at least **2,000 words**.*



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# OPTIMIZE WEBPAGES



## Exact keyword usage in the page title

- Avoid keyword stuffing in both page title and document



## Sufficient characters in content

- 300 is standard rule of thumb



## Sufficient words in content

- 50 is standard rule of thumb



## Keywords in image alt attribute

- Exact keyword used in document at least once

About 7,430,000 results (0.24 seconds)

### #1 Motion Capture System - No Suits. No Markers

Ad [www.organicmotion.com/](http://www.organicmotion.com/)

No Sensors - Used by Disney and Ubisoft Montreal  
Motion Capture Software and Mocap Systems Info

### Motus Digital Studio - MotusDigital.com

Ad [www.motusdigital.com/](http://www.motusdigital.com/)

Motion Capture Animation Service Game, Film, Commercial, Television

### OptiTrack Motion Capture - optitrack.com

Ad [www.optitrack.com/](http://www.optitrack.com/)

Used by Animatrix to create the largest mocap volume in history.  
Motion capture cameras - Build your own system - Motion capture software

### Motion Capture Software and Mocap Systems Info

[www.organicmotion.com/motion-capture/](http://www.organicmotion.com/motion-capture/)

What is motion capture software? Click here to learn about of mocap and the solutions presently available today.

### Animation Software - Markerless Motion Capture - OpenStage

[www.organicmotion.com/mocap-for-animation/](http://www.organicmotion.com/mocap-for-animation/)

Organic Motion's OpenStage animation software was developed for animators to provide the easiest-to-use, most cost-effective professional mocap available.

### Motion Capture Software | Autodesk

[www.autodesk.com/solutions/motion-capture](http://www.autodesk.com/solutions/motion-capture) Autodesk

Autodesk motion capture software helps artists capture, clean up, and reuse mocap data for high-volume animation, previzualization, and virtual movie-making.

### iPi Soft - Markerless Motion Capture

[ipisoft.com/](http://ipisoft.com/)

iPi Motion Capture is a scalable markerless motion capture software tool that supports 1 or 2 Kinect cameras or 3 to 6 Sony PlayStation Eye cameras to track 3D ...  
Download - Store - Distributed Recording Feature ... - Gallery

Ads

### Shadow: 3D Motion Capture

[www.motionshadow.com/](http://www.motionshadow.com/)

High quality, affordable mocap suit  
Cameraless, easy to use anywhere

### Motion Capture Systems

[www.synertrial.com/](http://www.synertrial.com/)

20yrs, 16G, Suit+Gloves, Anim, Bio, Sync, AutoCalib, MultiSuits, Logger

### Xsens Motion Capture

[www.xsens.com/Motion-Capture](http://www.xsens.com/Motion-Capture)

The ultimate animator's tool.  
At a starting price of \$12,000!

### High Speed Market Leader

[www.visionresearch.com/](http://www.visionresearch.com/)

4K resolution at up to 1,000 fps  
Phantom Flex4K Camera

### Markerless Motion Capture

[www.ipisoft.com/](http://www.ipisoft.com/)

Now Starting at \$45. Free trial.  
Works with web-cams or Kinects.

### Learn Motion Capture

[www.fullsail.edu/](http://www.fullsail.edu/)

Develop Your Passion for  
Animation with Full Sail University

### Motion Capture Camera

[www.amazon.com/](http://www.amazon.com/)

4.5 ★★★★★ rating for amazon.com

Page Title

Meta Description



www.4eyesmarketing.com



# FINAL STEP: LINK BUILDING

🔗 **Link building is an ongoing step but crucial for ranking for more competitive keywords**

- Is there a difference between inbound marketing and link building?

## 👤 **Common link building strategies**

- Content marketing
  - Creating and sharing great content/resources
- Guest posting
- Public Relations
- Viral Marketing

## THREE MONTHS LATER..

Keyword	Market Value	Difficulty	Relevance	Ranking
<i>organic motion</i>	\$386	1	1	1
<i>markerless motion capture</i>	\$293	1	1	1
<i>motion capture</i>	\$9,168	2	1	2
<i>mocap</i>	\$2,952	2	1	3
<i>motion tracking software</i>	\$1,856	2	1	3
<i>what is motion capture</i>	\$1,675	2	1	1
<i>motion capture software</i>	\$1,100	2	1	1
<i>motion tracking</i>	\$4,649	2	1	4
<i>motion analysis</i>	\$3,280	2	1	8

*\* All of our target keywords are now in the top 10!*

*\* We now rank #1 for three highly valuable keywords*

# SEARCH TRAFFIC ALMOST TRIPLES!



<http://www.organicmotion.com> • <http://www.organicmotion.com> [Go to this report](#)

## Organic Search Traffic

Jul 1, 2011 - Mar 31, 2014

All Visits  
26.99%

### Explorer

#### Summary

Visits

4,000

2,000

January 2012

July 2012

January 2013

July 2013

January 2014

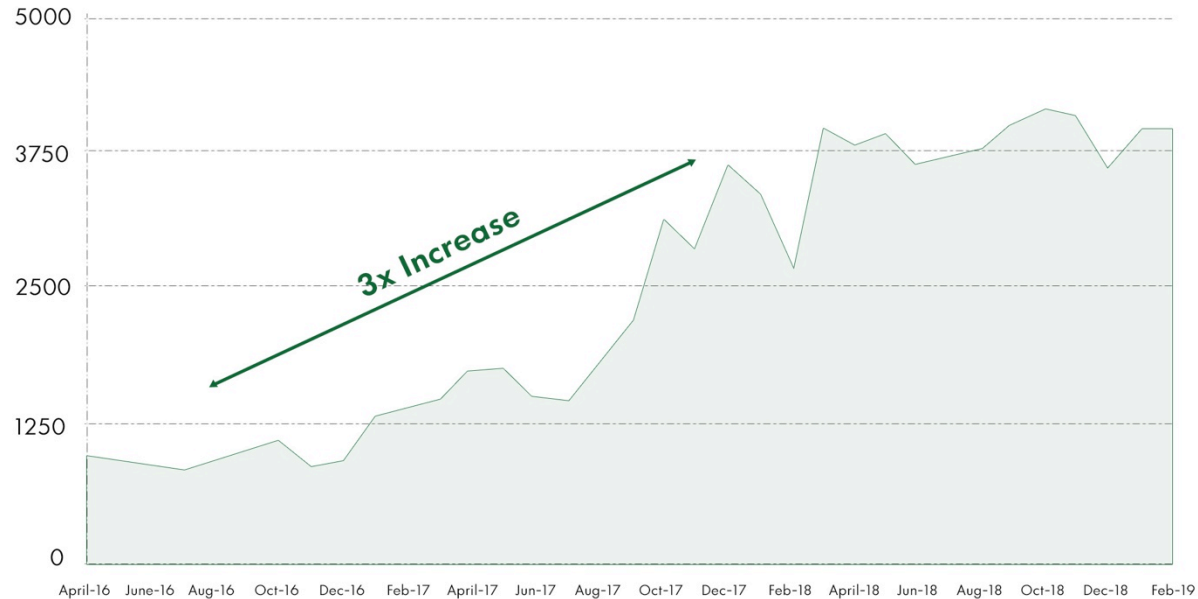
Start Date: June 2013  
1,450 Visits/Month

End Date: March 2014  
4,000 Visits/Month

2.7x  
Increase

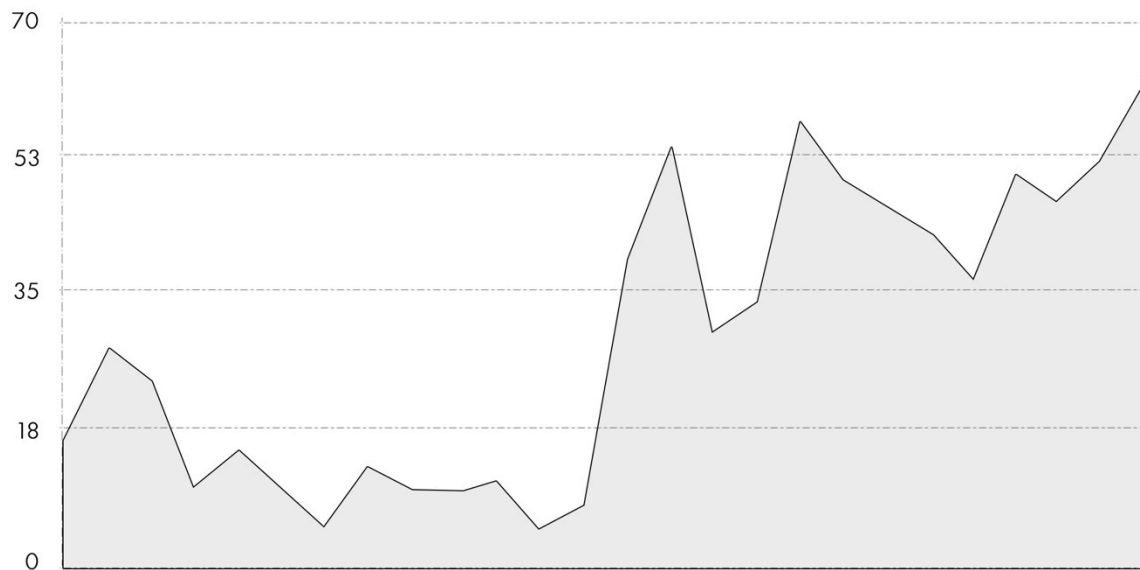


# MONTHLY ORGANIC SEARCH TRAFFIC



# CONTACT REQUESTS: JAN-13 TO FEB-15

Contact Requests also Triple!

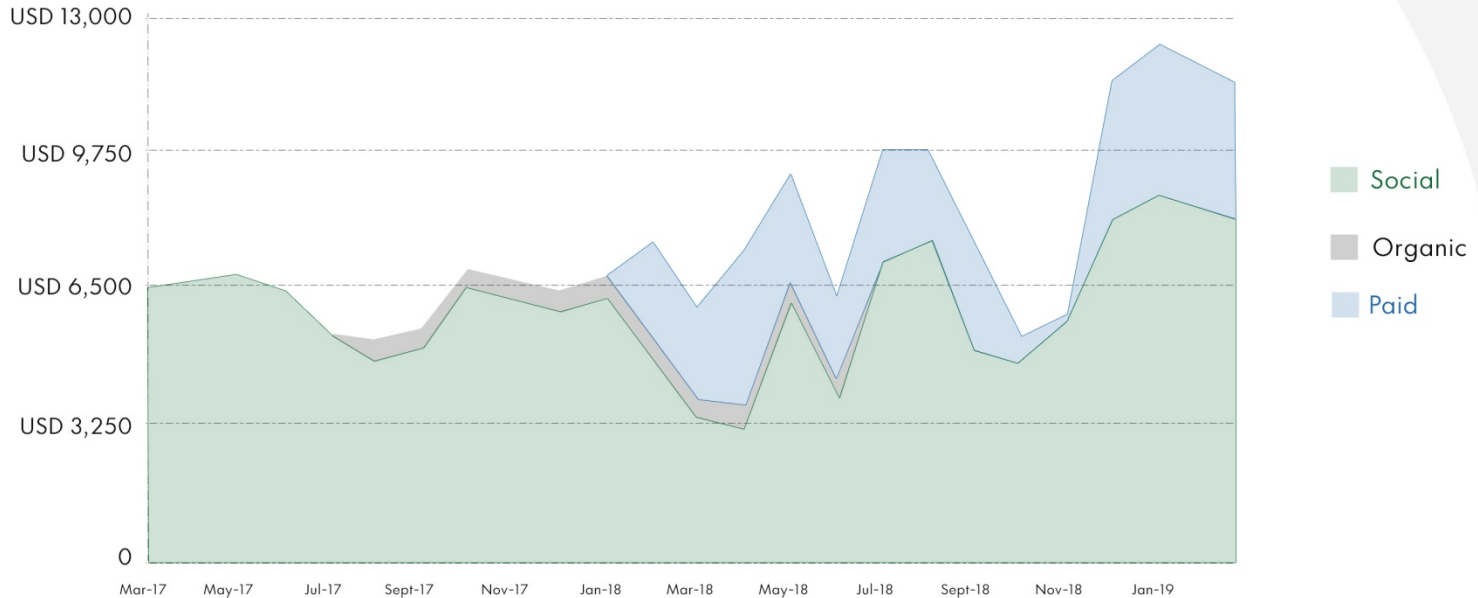


The amount of prospects requesting contact from sales increased by 3x!



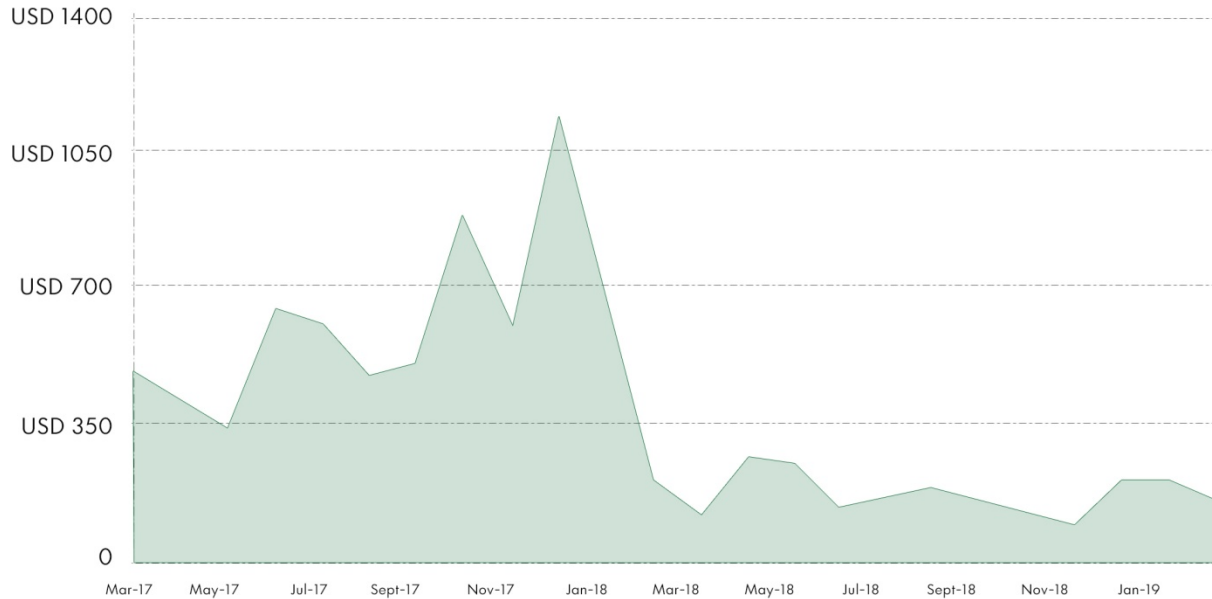
# MARKETING SPEND

Organic Search quickly becomes by far and away the most cost effective acquisition channel



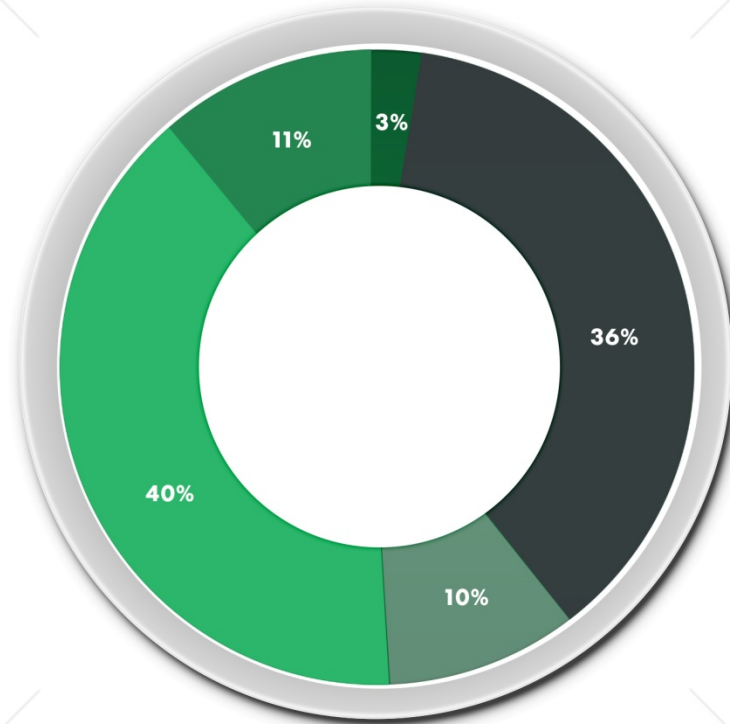
# COST PER CONTACT

Our acquisition costs drop by 4x!



# 2014 LEAD SOURCE REV. DIST.

ORGANIC SEARCH NOW DRIVES ALMOST 40% OF OUR TOP LINE REVENUE



- BUSDEV** (3%)
- ORGANIC** (36%)
- PAID** (10%)
- PARTNER** (40%)
- REFERRAL** (11%)

**THANK  
YOU**



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