



# BASSMASTER

Website & Search Engine Optimization Program

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# BASSMASTER SEO Program

## OUR TASK

Bassmaster is huge. Millions of site visitors per month. They approached us because they wanted even more traffic to visit their site. The best kind of traffic - Organic Search traffic. The more traffic they drive, the more they can make in ad sales. Our task was open-ended. They turned to us and said, "tell us where to start and what to do, please. And, if you can go ahead and do it for us, please do. We're busy putting on tournaments."

## OUR STRATEGY

- Perform a deep dive digital audit of the Bassmaster.com website and social footprint to identify the short-term and long-term opportunities and projects
- Google Analytics, Google Search Console and Google Tag Manager optimization and training
- Tactical implementation of a handful of projects including the optimization of the top 125 trafficked pages on the site

## THE RESULTS

### TOTAL PAGES OPTIMIZED

- Pages Optimized = 125 and growing

### SITE-WIDE STATS

- 10% increase in Year-Over-Year Organic Search traffic
- 12% sitespeed improvement

### TERTIARY BENEFITS

Once the audit was completed we coached up the Bassmaster.com editorial team on the importance of implementing proper meta tags on new posts and media. While we were cleaning up their site, they were applying our recommendations. Teamwork!



# BASSMASTER

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## LIVE NOW!

### 2017 Costa Bassmaster High School National Championship presented by DICK'S Sporting Goods and Junior Championship

KENTUCKY LAKE, PARIS, TN / JUNE 20 ~ 24, 2017 / [LEADERBOARD](#) / [JUNIOR CHAMPIONSHIP INFO](#) / [HIGH SCHOOL CHAMPIONSHIP INFO](#) / [BLOG](#) / [JUNIORS WEIGH IN 2:45PM ET](#)



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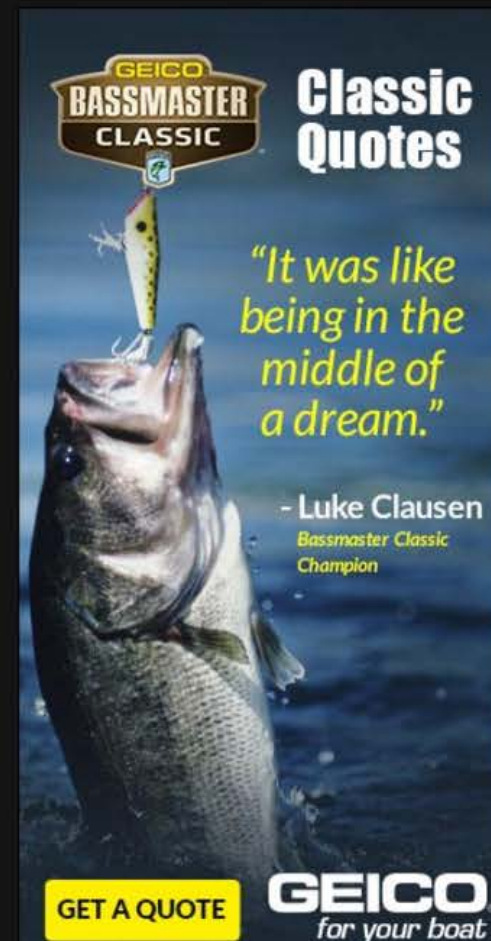
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**Junior Championship launches**

Day 1 of the Junior Championship begins in Tennessee.

[See Photos](#)



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**Classic Quotes**

*"It was like being in the middle of a dream."*

- Luke Clausen  
Bassmaster Classic Champion

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We can help your business grow too.  
Let's chat.



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