

Case Study Series:

Search Engine Optimization

www.mdv.com



“ Our website relaunch and search engine optimization project has exceeded our expectations. We’re still ranked number one for our key search phrase after a year and a half. Thank you for your team’s commitment to building a site that positions us well in the search engines as well as works beautifully for our visitors. ”

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Director, Marketing

Mohr Davidow Ventures

MDV specializes in early stage venture capital investment in technology companies.

THE CHALLENGE

- Create a scalable site structure
- Improve search engine visibility
- Enhance the brand

SOLUTIONS

- **Design & Navigation:**
Navigation flow improved
Key content only one click from homepage
- **Content:**
After analyzing how target audiences searched for investors online, ToTheWeb integrated key search terms into the site content and created custom Title and Meta tags.

MEASURABLE RESULTS

- **FIRST PAGE** ranking on Google for over 18 months.
- **298% increase** in traffic in first four months.
- **53% INCREASE** in traffic from Google in first month.