

Kudzoomedia Case Study

IDAHO MUSEUM of NATURAL HISTORY | Local SEO



The Problem?

The Idaho Museum of Natural History came to Kudzoomedia seeking help in improving their Organic Search Engine visibility. Their website was cluttered & not optimized for Search Engine visibility. In addition to on-site issues, the IMNH also suffered from off-site visibility issues such as a unified web & social media strategy. Having a different mailing, physical & listed address on the campus of Idaho State University left it hard for visitors to find the IMNH.

The Solution:

Kudzoomedia updated imnh.isu.edu according to best practice, in order for the site to be properly indexed. We then implemented new SEO friendly content. We optimized existing social media properties. We built new & correct citation information for the museum across all major data aggregators and directories, and provided de-duplication of incorrect or scraped citations. We also implemented structured data markup on the website.

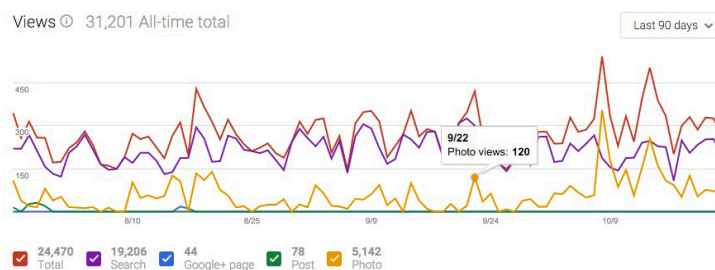
The Results?

In the first four months of working with Kudzoomedia, the Idaho Museum of Natural History has resolved much of their website issues and unified their off-site Internet Visibility. As a consequence, they've seen a dramatic improvement in their Local Organic Search Engine Visibility and Internet Traffic. Over it's lifetime, the IMNH has received just over 31k Google Page views. 24.5k of those have come in the last 90 days.



24.5K
375%

Google Page Views



Let Kudzoomedia duplicate this success for you!

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