



## Search Engine Optimization Inc. Case Study (IGN.com)



**Industry:** *Video Gaming*  
**Client:** *IGN.com*  
**URL:** [www.ign.com](http://www.ign.com)  
**Campaign Type:** Consulting for improved organic search engine rankings

IGN Entertainment operates the Internet's largest network of destinations for video gaming, entertainment and community geared towards teens and 18-34 year-old males. The company's properties include IGN.com, GameSpy, AskMen.com, RottenTomatoes, FilePlanet, TeamXbox, 3D Gamers, VE3D, Direct2Drive, more than 70 community sites and a vast array of online forums. IGN Entertainment is also a leading provider of technology for online game play in video games.

### Overview:

When this company contacted SEO Inc. the site was an established and well known site in the gaming community. They even had some search engine rankings and were getting approximately 2.5 million unique visitors per month. IGN uses a proprietary in house content management and a team of content writers. The pages that are generated when new game reviews and information is added to the site were not very well optimized. In addition, there were serious architectural issues with the site, which prevented the search engine spider from thoroughly and consistently crawling the site.

### Goals:

"Dominate the search rankings for keywords related any video games reviewed on the site". IGN wanted to rank high in the search engines and most specifically Google for any and all game titles and variants on those game title's phases. IGN's revenue is generated from advertising sales, so more traffic leads to more inventory for ad sales, more ads being sold and therefore more revenue. In order to generate more traffic, IGN knew that it needed to be much more visible when people used the search engines. They want [www.ign.com](http://www.ign.com)'s pages to show up when gamers search for games and phrases related to those games.

### Strategy:

After several conversations with our client, we created a customized optimization package which was designed to achieve their rankings goals and also fit the client's budget. Because IGN.com had architectural problems and a proprietary cms (content management system) it was decided was that SEO Inc. would do an on site optimization. This would allow us to send out CTO to their location for several days to learn how their system worked and work with IGN's in house programmers to improve the system and also complete the optimization. In addition, we created some "Best Practices" for their content writers and page developers which are still in place today. When new games and pages are added to the site, they are typically getting ranked within weeks, if not days.

We also did a targeted keyword analysis on all the major terms, but also on all of the top game specific keywords. We blended these into the final list of keywords to drive highly pre-qualified visitors with high conversion ratio as well.

### Accomplishments:

This was a true and quick success story. Unique visitors to the site doubled within the first two months after the optimization was completed. Today, IGN has over 37 million unique visitors per month, which is almost a 1500% increase from the when they engaged SEO Inc.