CASE STUDIES

INTERNATIONAL SEO CASE STUDY

INTRO

BLEND, previously known as OneHourTranslation.com, faced the challenging task of rebranding while maintaining and enhancing its online presence. The rebranding needed to effectively transition the established market recognition of OneHourTranslation.com to the new brand, getblend.com, without losing search engine visibility and customer base.

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– Educate the Market on the New Brand: Introduce and solidify the new brand name in the market. – Multilingual SEO Implementation: Enhance visibility across different language markets to reach global audiences effectively. – Design and Execute a Targeted Content Strategy: Develop content specifically tailored to attract B2B customers, particularly localization managers. – Successful Website Migration: Ensure a seamless transition from the old domain to the new one with minimal impact on search rankings.

THE WORK THAT WAS DONE

Brand Education and Transition

BrainZ Digital initiated an intensive SEO campaign to link the legacy brand with the new identity, implementing a series of strategic redirections and branded content updates. By leveraging the existing domain authority of OneHourTranslation.com, BrainZ Digital aimed to transfer and amplify this value to getblend.com.

Multilingual SEO

Recognizing the global nature of BLEND's services, BrainZ Digital implemented a multilingual SEO strategy that involved optimizing the site for multiple languages. This included keyword research specific to each region, localization of content, and ensuring technical SEO practices were adapted to support multilingual indexing by search engines.

Content Strategy

With a focus on attracting the right B2B customers, BrainZ developed a content strategy centered around the needs and interests of localization managers. The content was designed to address specific industry challenges and solutions, establishing BLEND as a thought leader in the localization industry.

Website Migration

The migration from onehourtranslation.com to getblend.com was meticulously planned and executed to ensure continuity in search engine rankings. BrainZ Digital managed the technical aspects of the migration, including the setup of 301 redirects, updating backlinks, and closely monitoring the site's performance to address any issues promptly.

MAIN KPI

INCREASE RELEVANT ORGANIC TRAFFIC THROUGH NON-BRANDED TERMS

INCREASE NEW BRAND NAME TRAFFIC

GAIN ORGANIC TRAFFIC THROUGH THE NEW BLOG STRATEGY

RESULTS

– Successful Brand Transition: The market effectively recognized and accepted the new brand, with significant improvements in brand search volume for BLEND. – #1 in US Search Results for **Localization Company**: Through strategic SEO efforts, getblend.com achieved top search engine rankings for competitive keywords related to localization services in the US. – Focused Traffic with Higher Conversion Potential: By tailoring the content and SEO strategy towards specific B2B segments, BLEND saw an increase in quality traffic that was more likely to convert, rather than general mass traffic.

#1

US Search Results for Localization Company

#1

US Search Results for Localization Company

IN SUMMARY

BrainZ Digital's comprehensive approach to BLEND's rebranding and SEO campaign proved highly effective in establishing the new brand in a competitive market. By integrating multilingual SEO, targeted content strategies, and a flawless website migration, BrainZ Digital helped BLEND not only preserve but enhance its online presence and industry authority under a new brand identity. This case study demonstrates BrainZ Digital's expertise in managing complex SEO challenges and driving measurable business results.

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