



LSEO

A DIGITAL MARKETING AGENCY

Special Guest App In The Spotlight



Client's Background

Special Guest is a talent booking management platform founded by actor/comedian **Damon Wayans, Jr** and tech entrepreneur **Kris Jones**.

Special Guest streamlines the process of **discovering new talent and booking LIVE** entertainment.

The platform has multiple **celebrity backers** including Kevin Hart, Marlon Wayans, Jake Johnson, Lamorne Morris, and Damon Wayans, Sr.



Client's Online Problem

When Special Guest launched, it needed a way to connect entertainers to the public.

So it partnered up with LSEO to **grow its organic traffic**, be promoted by social influencers, and **generate more talent sign-ups** for its user database.



LSEO's Digital Strategy

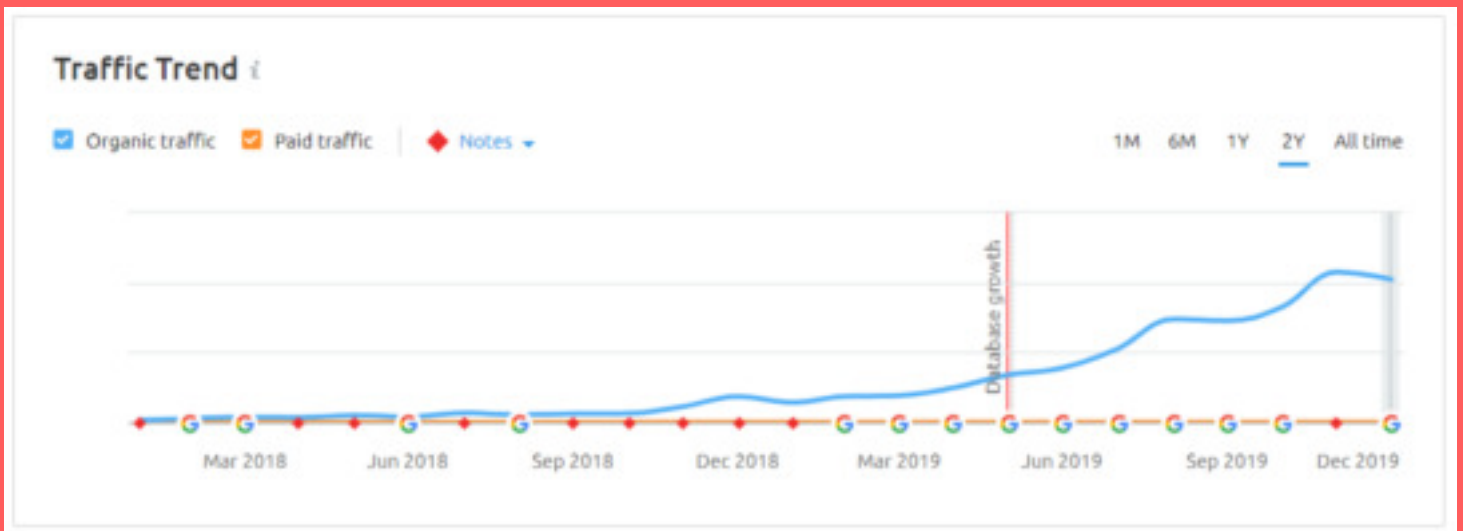
LSEO performed a **technical SEO audit** to determine opportunities on the website. After the findings of the technical audit, LSEO created keyword focused content aimed at **driving organic traffic**.



LSEO implemented a link building strategy that focused on the reaching out to online influencers. Links can be shared across influencer blogs to followers.

Outcomes

In December 2018 there was a total of 1,100 monthly organic visits to the site. Over the course of a year, so December 2019, the organic traffic **increased to 10,700 monthly organic visitors.**



Overall LSEO's organic campaign efforts lead to a **873% increase in organic traffic in one year!**

