

## Chance Productions SEO + Ad Strategy

**Goals:** To obtain more leads, conversions, website visits and to increase brand presence online using paid ads. Also, to improve SEO rankings site-wide and across any other places the brand presence exists.

**Company Analysis:** The website's current domain rank is 27 out of 100. This is a fair domain rank score signaling that the website is ranking organically. However, a typical domain rank for a website to appear on a local level is **20 out of 100** or above. We want to boost that number organically.

### Current Top Performing Keywords:

Keyword	Searches per Month	Average Position
Chance productions	250	1
Wes anderson wedding	150	8
Creative wedding	100	5
Ethereal wedding	100	1

### Competitor Top Performing Keywords:

Keyword	Searches per Month	Average Position
Party tent rentals	6400	6
Canopy rentals near me	2200	8
Large tent rentals	1500	7
Rent party tents	500	6

Keywords need to be incorporated site wide but especially on the title of your pages and in the page content.

**Suggested Keywords:** arch(es), sperry tent(s), tented wedding(s), sailcloth rental tents, tent rentals, event tent rentals, party tent rentals, outdoor tent rentals, leveled tent floors, sperry tent michigan, sperry tent [north shore] chicago, wedding decor, wedding design, wedding planner\*, party rentals, event products, table and chair rentals.

We want to ensure we are **keyword heavy** across the website, google profile, social media profiles and blogs/articles.

**Competitor Analysis:** *Blue Peak Tents, Inc.*

High google ranking – starts to appear as you type blue pe-; tents are also immediately associated with the search. They have four categories to hyperlinked pages: rental products, weddings, portfolio and employment. They have a google profile preview as well as images that appear in the search engine.

**Target Audience:** Wedding planners, couples, brides, grooms, event planners, wedding photographers\*

**Website Landing Page Suggestions:**

In order to optimize your website for local searches the following tactics should be used:

- Continue to generate positive reviews online
- Add business hours
- Incorporate products & services into page

Feature categories on your home page for listings to appear on Google. It is ideal for them to appear following the main image(s) and the main content text. Each category should be hyperlinked to a direct page on the website, i.e: the product page for sperry tents, tent floors, lights and the contact page targeting Chicagoland area.

*Current categories include: contact, gallery, FAQs, Most-Popular-Gold-Chiavari-Chairs and Policies.*

**Suggested Categories:**

- Sperry Tents
- Tent Floors
- Lights
- Contact

**Reviews:** It can be difficult, especially during this time, to collect reviews, however they are beneficial to boosting your online brand presence and strengthening potential client relationships before they even begin. We should feature reviews even if the Rayce Team has to submit some to boost this feature.

**Images:** Recognized company images should appear in search results such as but not limited to the genuine sperry tents, sailcloth tents and any other specific specialties. This is done through your website and Google Profile. Keep in mind the content of alt attributes is used by search engines so all images should have alt attributes.

(Example of competitor's preview included)

**On-Page SEO:** The following screenshot shows the search result for your homepage. Your Meta Tag Titles and Meta Descriptions have not been established correctly for search.

https://chanceproevents.com

**Sperry Tents Great Lakes | Chance Productions in Madison ...**

The industry's most elegant rental tent! Genuine Sailcloth. Handcrafted. Exquisite. Long-term rentals & leasing available for venues looking to expand outdoor ...

https://chanceproevents.com

**Sperry Tents Great Lakes | Chance Productions in Madison ...**

Sperry Tents Great Lakes: **Chance Productions** is the exclusive provider of genuine Sperry Tents throughout Wisconsin, Illinois, Michigan, Minnesota and Iowa.

[Request Quote](#) · [Sperry Tents](#) · [Faqs](#) · [Articles](#)

This is an example of how it should appear:

https://www.dandspartytents.com

## D & S Party Tent Rentals

Here at D & S Party Tent Rentals, we offer a variety of items such as tents, tables, chairs, linens, dance floors, and many more items at competitive prices ...

[Rental Catalog](#) · [Tent Pricing](#) · [Wedding and Party Packages](#) · [Places to have a Party](#)

\*Notice the pages have hyperlinks below the description. Those are meta tags and meta descriptions.

**Off-Page SEO:** An important part of ranking higher in search results is generating high-quality backlinks to your website on a consistent basis. Currently, Chance Pro Events has **1.32K live backlinks to the website from 170 referring domains**. That's pretty good. Off-Page SEO is important because when companies are trying to compete for the same SEO keyword or search phrase, the tiebreaker goes to the website which has more websites linking back to it.

Most of Chance's backlinks exist on your own platform – through your blogs. This is an area of opportunity. Any additional features or editorials the brand can be included in and credited for with links will be super beneficial to strengthening these backlinks and giving you higher positioning.

### Top backlinks

Root Domain: chanceproevents.com

Referring page Title / Referring page URL	Anchor text / Link URL	Type
Here's How To Get Creative With Your Wedding Ceremony Seating <a href="https://greenweddingshoes.com/how-to-get-creative-with-your-weddi...">https://greenweddingshoes.com/how-to-get-creative-with-your-weddi...</a>	Chance Productions <a href="https://chanceproevents.com/">https://chanceproevents.com/</a>	-
daffodil*parker <a href="http://www.daffodilparker.com/">http://www.daffodilparker.com/</a>	Chance Productions <a href="https://chanceproevents.com/">https://chanceproevents.com/</a>	-
Pink Baby's Breath + A Churro Wall for this Kashmiri Engagement Party... <a href="https://greenweddingshoes.com/kashmiri-engagement-party-at-home/">https://greenweddingshoes.com/kashmiri-engagement-party-at-home/</a>	Chance Productions <a href="https://chanceproevents.com/">https://chanceproevents.com/</a>	-
The Farm at Dover: Wedding & Event Venue: Barn Receptions Thr Farm ... <a href="http://www.thefarmatdover.com/">http://www.thefarmatdover.com/</a>	Chance Productions <a href="https://chanceproevents.com/">https://chanceproevents.com/</a>	-
The Farm at Dover: Wedding & Event Venue: Barn Receptions Thr Farm ... <a href="https://www.thefarmatdover.com/">https://www.thefarmatdover.com/</a>	Chance Productions <a href="https://chanceproevents.com/">https://chanceproevents.com/</a>	-

## Backlinks: Top Indexed Pages






Root Domain: chanceproevents.com

Title and URL	Domains	Backlinks
Sperry Tents Great Lakes   Chance Productions in Madison, Wisconsin <a href="https://chanceproevents.com/">https://chanceproevents.com/</a>	131	557
<a href="https://chanceproevents.com/sperry-tents-great-lakes/">https://chanceproevents.com/sperry-tents-great-lakes/</a>	22	40
<a href="https://www.chanceproevents.com/home">https://www.chanceproevents.com/home</a>	10	26
<a href="http://www.chanceproevents.com/">http://www.chanceproevents.com/</a>	10	23
Chance Productions - Madison, WI - Event Lighting & A/V Services <a href="http://chanceproevents.com/">http://chanceproevents.com/</a>	6	31

Here are the backlinks that exist on other websites:

## Backlinks: Top Referring Domains

Root Domain: chanceproevents.com

Root Domain	Backlinks	IP / Country
<a href="http://wedplan.com">wedplan.com</a>	115	 142.93.84.46
<a href="http://find-production.com">find-production.com</a>	70	 104.21.50.166
<a href="http://madisonmom.com">madisonmom.com</a>	70	 104.21.34.16
<a href="http://andamarie.net">andamarie.net</a>	64	 198.185.159.145
<a href="http://discount24hshop.com">discount24hshop.com</a>	49	 172.67.173.241

## Instagram/Facebook Campaign Examples:

Example One: Turn any special occasion into a once of a lifetime event with our genuine Sperry Tents and sailcloth rental tents. Contact us today to receive your quote.

## Google Campaign Examples:

Example One: Private Wedding? Anniversary? Corporate Event? We've got you covered! Chance Productions is an exclusive provider of Sperry tents & Leveled Tent Floors that works with event planners and designers to transform ordinary events into extraordinary experiences. Call us today to receive your free quote!

Example Two: Chance Productions has the most genuine selection of Sperry Tents, dance floors and lighting fixtures in the Midwest. Contact us today to receive a quote for your special event!

Example Three: Chance Productions offers luxury tent rentals for any occasion in every season. We also provide floors, lighting, tables, chairs and more to transform ordinary events into extraordinary experiences. Call us today to receive an estimate.

*\*\*We can also add copy to any campaign specifically targeting an area, i.e: "events in [North] Chicago and surrounding areas,"*

**Proposed Google Campaign Budget:** \$100 (per month, can be amended or canceled at any time)

**Proposed FB/IG Campaign Budget:** \$50 (per spend for single specific campaign goal)