

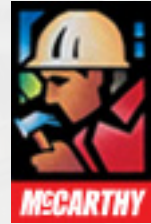
A Oneupweb Case Study.

McCARTHY





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MCCARTHY

McCarthy Building Companies, Inc. is the one of the nation's oldest, privately held construction firms with nearly 150 years of experience. Committed to the construction of high performance buildings, the company provides general contracting, construction management, and design/build services for healthcare, education, parking structure, entertainment, commercial, retail, laboratory, biotechnical, civil and industrial facilities. McCarthy has offices in Atlanta, Newport Beach, Sacramento, San Francisco, San Diego, Phoenix, Las Vegas, Dallas, Houston and St. Louis. McCarthy is 100 percent employee-owned.

» THE CHALLENGE:

With the desire to stand out in a highly competitive, struggling commercial construction industry, McCarthy turned to Oneupweb in January 2009 for website consulting and search engine optimization services. Starting with a benchmark of zero, Oneupweb was tasked with the challenge of creating a natural search strategy that would land McCarthy in the top 10 search results and bring qualified traffic to McCarthy's site.

» THE RESULTS:

- Site traffic has increased by 92 percent since McCarthy's partnership began with Oneupweb in January 2009.
- McCarthy achieved an incredible 5100 percent growth in top 10 Google keyword positioning.
- The top 30 keyword positioning is also impressive with a 1693 percent growth in position.
- Today, McCarthy is showing positive growth despite struggling industry conditions. McCarthy is proof that it pays to optimize your online strategy even when times are tough!

"McCarthy achieved an incredible 5100 percent growth in top 10 Google keyword positions."



» THE TACTICS:

By constructing a robust keyword inventory and implementing site title and meta authoring tactics, Oneupweb's natural search campaign improved the visibility of McCarthy's site in search engine top 10 results by 1993 percent in the first year. Eager to keep the momentum going, McCarthy recently expanded the scope of the SEO project to include site content authoring.



» *The Takeaway:*

Your customers and prospects are looking for your products and services online. They're conversing with friends on Facebook, scouring blogs, consulting iPhone apps, using search engines and more. Are you there to greet them?

At Oneupweb, we'll ensure they find you—no matter where or when they're looking. We're relentless when it comes to connecting brands to consumers with digital marketing. It spelled success for McCarthy, and it can for your brand, too. Because everybody's looking for something special, and there's nothing better than finding it.

FIND WHAT YOU'RE LOOKING FOR AT ONEUPWEB.COM.
REQUEST A PROPOSAL TODAY.