



336 productions

CASE STUDY

Search Berg used a combination of **SEO and content marketing** services to help the B2B client climb up to the **First, Second, and Third pages** of Google's search engine results!

A Little About 336 Productions

336 Productions is a full-service video production company based in Orange County, CA. With several awards, like the Golden Pixie Award in Motion Graphics and the Davey Award to their name, the company offers a range of video production services that include concept and development, video production, visual effects and audio mixing in the post-production process.

336 Productions strives to help their clients communicate with their audience through engaging and aesthetic visuals. Some of the services provided by 336 Productions include:

- ✔ Brand Videos
- ✔ Corporate Presentation
- ✔ Product Videos
- ✔ Documentaries
- ✔ Educational Videos
- ✔ Legal Videos
- ✔ Marketing Videos
- ✔ Trade Show Videos

Identifying The Performance Gaps

Video marketing has become one of the top digital marketing strategies for businesses as a way to attract target audiences, engage with them, and convert them into loyal customers. Since B2B clients form a major chunk of 336 Productions' target audience, they wanted to **establish themselves as a credible authority** on video marketing and video production in the eyes of the audience. But this entailed two things:

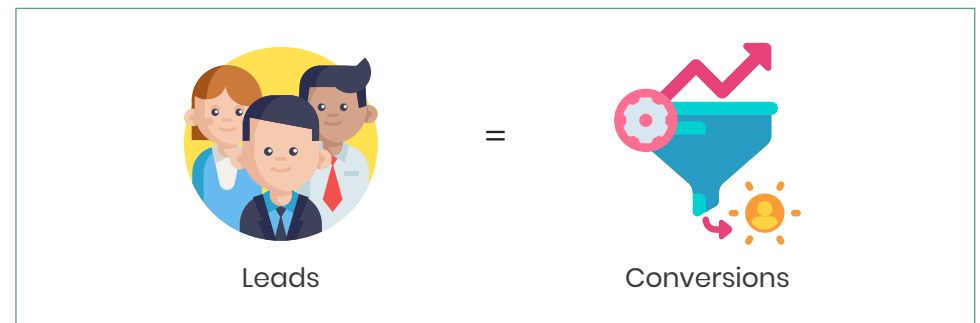
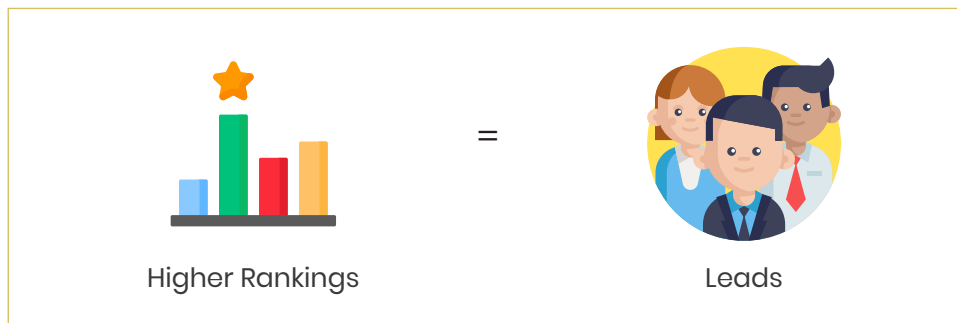
- ✔ **Spreading awareness** about the importance of video marketing to businesses so they can avail 336 Productions' services.
- ✔ **Boosting their online presence** to generate a credible online profile that attracts businesses.

The Game Plan

Our SEO strategies revolved included keyword research, website optimization, and creative content marketing activities to highlight the key role of video marketing in today's world and increase 336 Productions' rankings.

336 Productions wanted to rank higher for more leads, which would ultimately mean more conversions!

But how was 336 Productions going to do it all? With Search Berg, of course!



Setting The Stage For Success With Search Berg

After a thorough analysis of their business objectives, Search Berg was able to identify a few digital marketing ideas that could propel 336 Productions to the top of search engine ranking pages.

Since 336 Productions was looking to thrive in the online marketplace, our internet marketing and SEO specialists developed strategies primarily to increase brand awareness and improve site traffic.

We devised a comprehensive SEO strategy for 336 Productions, which included:

- ✓ Content marketing
- ✓ Social media marketing
- ✓ Creating Google My Business listings
- ✓ Website Optimization

The results? See for yourself!

Here's All That We Accomplished

Within a few weeks of deploying our SEO campaign, we saw an incredible **spike in the overall ranking** on Google's SERPs!

Our reports showed that 336 Productions was **steadily but surely rising to the top of Google SERPs**. Where 336 Productions website had ranked on the 4th, 7th, 9th, and 13th pages of search engine results for industry-relevant keywords, our SEO strategies had enabled them to climb up to **1st, 2nd, and 3rd pages** of Google's search engine results without any hassle!

Comparative Analysis Of The Keyword Rankings

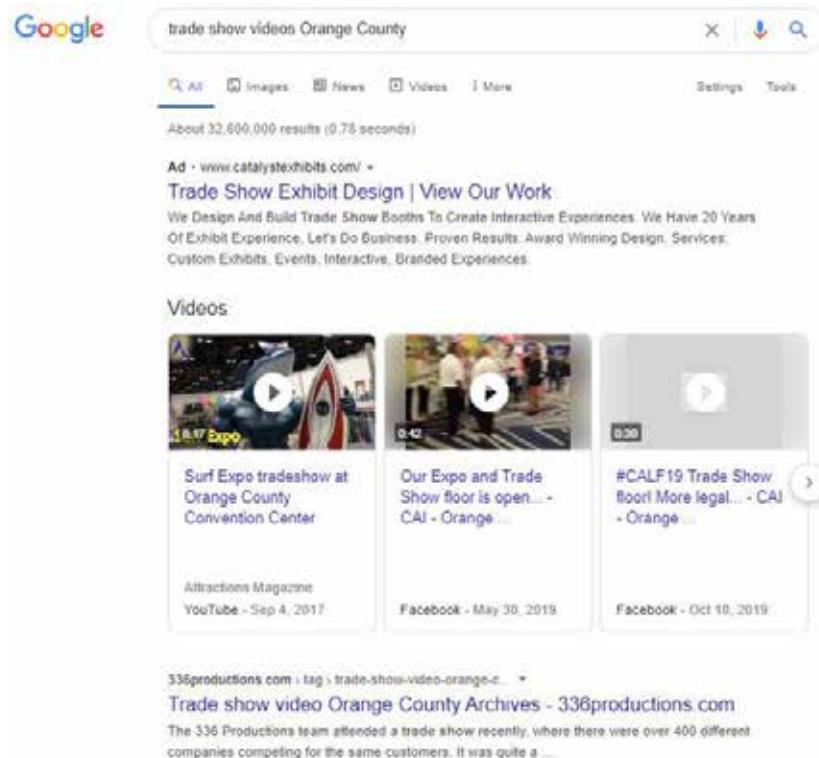
The table shows some of these keywords, their ranking before 336 Productions came to us, and their ranking after we employed our SEO strategies.

S. No.	Keywords	Before SEO	After SEO
01	B2B video Orange County	2	1
02	trade show videos Orange County	4	2
03	explainer video Orange County	7	3
04	Promotional Marketing video San Diego CA	N/A	2
05	corporate production company orange county	8	3

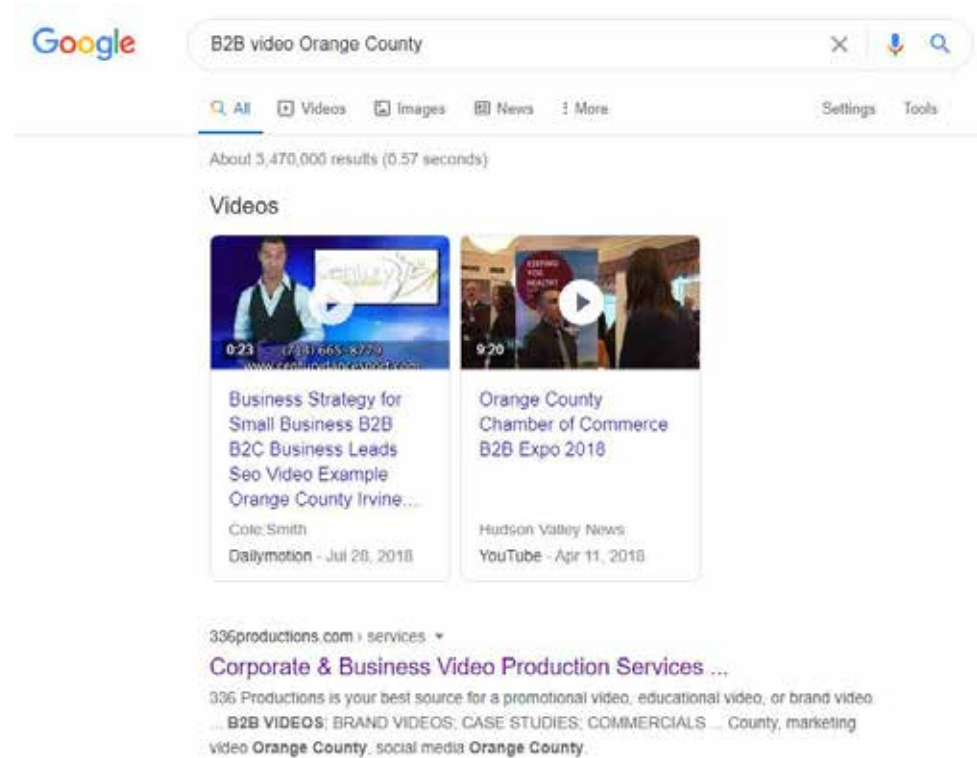
Table 1: Keywords and rankings for 336 Productions

Top Ranking Keywords On Google

Here's a quick peek at how the high ranking keywords appear on Google's search results...



Google search results for "trade show videos Orange County". The search bar shows the query and the number of results is approximately 32,600,000. The top result is an advertisement for "www.catalystexhibits.com/ Trade Show Exhibit Design | View Our Work". Below the ad, there is a "Videos" section with three video thumbnails. The first video is titled "Surf Expo tradeshow at Orange County Convention Center" from Attractions Magazine. The second is "Our Expo and Trade Show floor is open... - CAI - Orange..." from Facebook. The third is "#CALF19 Trade Show floor! More legal... - CAI - Orange..." from Facebook. At the bottom, there is another advertisement for "336productions.com" with the headline "Trade show video Orange County Archives - 336productions.com".



Google search results for "B2B video Orange County". The search bar shows the query and the number of results is approximately 3,470,000. The "Videos" section is prominent, showing two video thumbnails. The first is "Business Strategy for Small Business B2B B2C Business Leads Seo Video Example Orange County Irvine..." from Cole Smith. The second is "Orange County Chamber of Commerce B2B Expo 2018" from Hudson Valley News. Below the videos, there is an advertisement for "336productions.com" with the headline "Corporate & Business Video Production Services ...". The ad text states: "336 Productions is your best source for a promotional video, educational video, or brand video ... B2B VIDEOS; BRAND VIDEOS; CASE STUDIES; COMMERCIALS ... County, marketing video Orange County, social media Orange County."



Focusing On A Winning Content Marketing Strategy!

336 Productions' rankings are also attributed to the website maintenance and content marketing strategy that we employed for 336 Productions.

By creating useful and engaging content that effectively communicated the benefits of 336 Productions' services to their target audience, our keyword-optimized [blogs](#) and articles were able to **translate leads into sales** and generate more revenue for 336 Productions than ever before.

Substantial Improvement In The Organic Search Traffic

Our SEO and PPC advertising campaign improved 336 Production’s overall brand awareness to **increase their organic search** traffic by a massive **20.26 percent!** This can be seen in Figure 1 below.

Goals	Goal Completion Location	Goal Completions	% Goal Completions
Goal Completion Location	1. /	167	19.88%
Source / Medium	2. /contact/	128	15.24%
	3. /portfolio/	93	11.07%
	4. /about/	84	10.00%
	5. /services/	69	8.21%
	6. /blog/	25	2.98%
	7. /thank-you/	22	2.62%
	8. /about/our-clients/	19	2.26%
	9. /project/boscia-social-media-videos/	17	2.02%
	10. /testimonials/	16	1.90%

Figure 1: Organic search increased by 29.26 percent

Google My Business Insights For 336 Productions

Google My Business listings helped 336 Productions thrive as a leading video production company in its local services areas in the United States.

Our reports confirmed that **292 visitors** searched for 336 Productions' website, as shown in Figure 2 below.

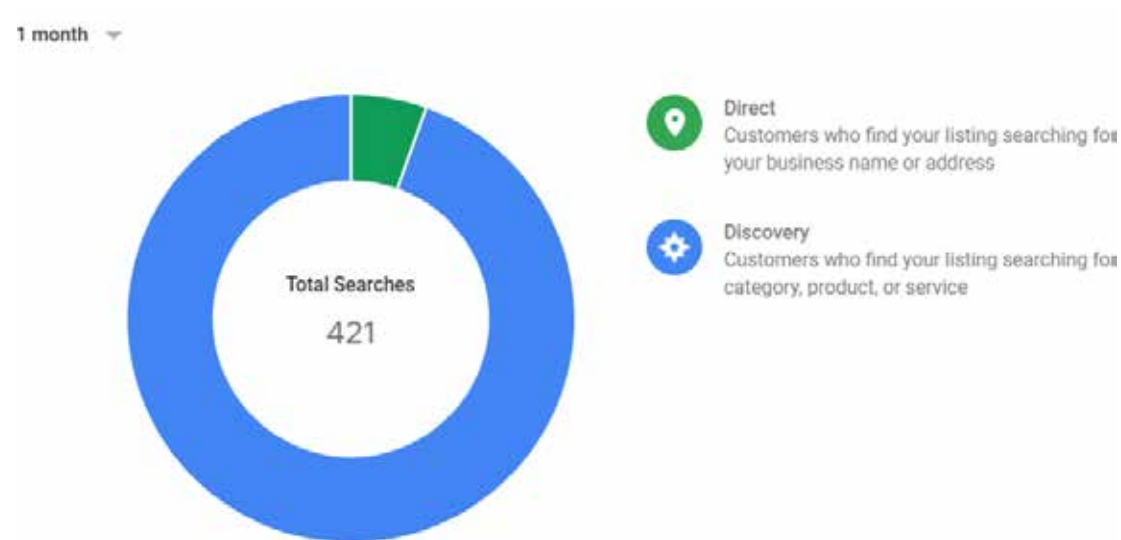
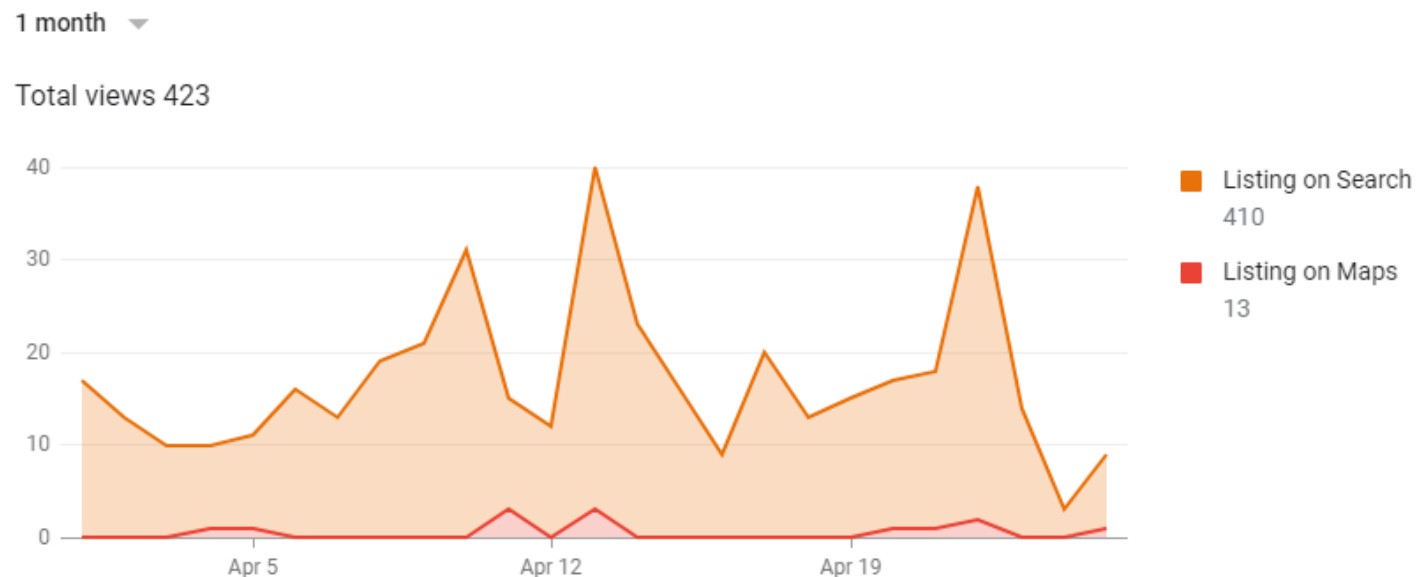


Figure 2: Total number of Direct and Discovery searches through Google My Business Listings

Traffic Generated To Website Through Google My Business Listings

Lastly, our Google My Business listings generated a total of **423 views** on the website, as shown in Graph 1.



Graph 1: Total views through Google My Business listings

Some Of Our Published Work!

To take a look at some of our work, here are some of our published content for 336 Productions:

INFOGRAPHICS

Stunning and informative infographics!



BLOGS

Detailed, engaging and keyword-rich blogs!

5 Reasons Why Video Content is More Effective than Any Other Medium

APRIL 26, 2020 BY ADMIN IN BLOG / [♥](#)

As we become less attentive than even small aquatic species, marketers have their work cut out for them. In addition to devising unique and novel marketing strategies, they're confronted with the arduous task of condensing their ideas into a short, snappy, and multisensory experience for audiences.

This is where video production services step in.

Research indicates that the average user spends 88% more time on a website with video content. In addition, potential

5 Green Screen Tips to Make Your Brand Video Stand Out

APRIL 22, 2020 BY ADMIN IN BLOG / [♥](#)

According to research, video content represents over 80% of internet traffic. In addition, video content results in greater audience reach, engagement, and retention, thereby maximizing conversion rate and profit.

As leading businesses partner with professional video production and marketing companies for help, the industry has become more competitive than ever. Brands that fail to produce brilliant video marketing content not only notice a decline in Key Performance Indicators (KPI), but also witness deteriorating

5 Tips for Product Photography to Showcase the Best Your Brand Can Offer

APRIL 22, 2020 BY ADMIN IN BLOG / [♥](#)

At 336 Productions, we offer product photography as part of our production services, helping brands promote their products effectively and aesthetically.

The purpose of product photography isn't just to produce beautiful photos; it's to show your [products and increase their value](#). You get to show their utility, quality, finesse, and detailing. Clients get a close up of what they're going to be paying for.

It's crucial to do it right from the get-go. You

ARTICLES

Interesting and educational articles posted on popular third party websites!

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The Dos and Don'ts of Aerial Filming

Aerial filming has revolutionized videomaking. With the use of drones, you can now capture a place, object, living beings, or an event on film through a bird's eye perspective, giving your video a whole other dimension. That said, there are a few dos and don'ts to keep in mind when operating a drone.



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Classic ▾

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How The Internet Is Changing The Advertising Landscape



Throughout the ages, technological advancements have played a huge role in shaping how we process information. From the radio to the television and finally, the internet, all innovations have successfully revolutionized how we view the world.

336 Production's Testimonial

“They're very responsive and make us feel we're their top priority. Within six months, the website moved up to the first page in Google, generating more leads. Search Berg goes above and beyond to meet all needs, while their expertise, commitment, and responsiveness to feedback earned them trust, spurring a long-term relationship.”

Marlowe

Co-Owner, 336 Productions

Hire Search Berg To Dominate SERPs!

Our services helped 336 Productions expand their digital footprint not only in Orange County but also beyond Sand Diego, CA. 336 Productions now successfully keeps its audience in the loop with important updates in the video marketing industry as a B2B business and creates meaningful relationships with its clients that lead to more sales and loyal customers!

[Search Berg](#) provides effective SEO solutions to businesses spread across all industries. We guarantee results by improving your overall online marketing strategy.

Ready to get started? Give our SEO specialists a [call!](#)