

Case Study

Motion Edits



Sun Media Marketing

Maximize your Visibility

Client's Background

Motion Edits is a Video Post-Production Company, providing video editing services for wedding films, corporate videos, event videos, product videos, and YouTube Videos. With a highly skilled team of experienced video editors in the industry, they bring out the best of your raw footage clips in the most attractive and economical way.

Motion Edits serves as video post-production partner providing full complement services, right from choosing the best footage, to colour correcting & grading, and stabilizing the shots and manifesting them into a one of its kind films, attracting all eyeballs on it. They provide video editing services for every scale and genre, right from single camera interview shoots to multiple cameras, 4k to editing YouTube & Podcasts.



How We Helped

When Motion Edits approached Sun Media Marketing, they did so to not only grow their online visibility but also, their ranking for some of the keyword terms within their industry. As they had just started the video post-production business they wanted us to start from scratch from developing their website to rank organically in SERPs.

Knowing that this was going to be a challenge due to the competitive nature of the Video Post Productions Industry, we embraced it and dedicated every effort to helping them increase visibility, rankings on SERPs and the number of organic links to their website.



Strategy & Tactics

- Drive users to the specific landing page they are looking for with keyword-optimized content.
- Made technical and content-related changes to the website to boost its organic visibility.
- Off-site, the focus was centred on link building.
- Created new Site pages for high-volume, highly relevant keywords.
- Improved website's internal linking system to improve SEO and user experience.
- Conducted competitive analysis to identify content requirements for website pages.



The Results

Website Traffic

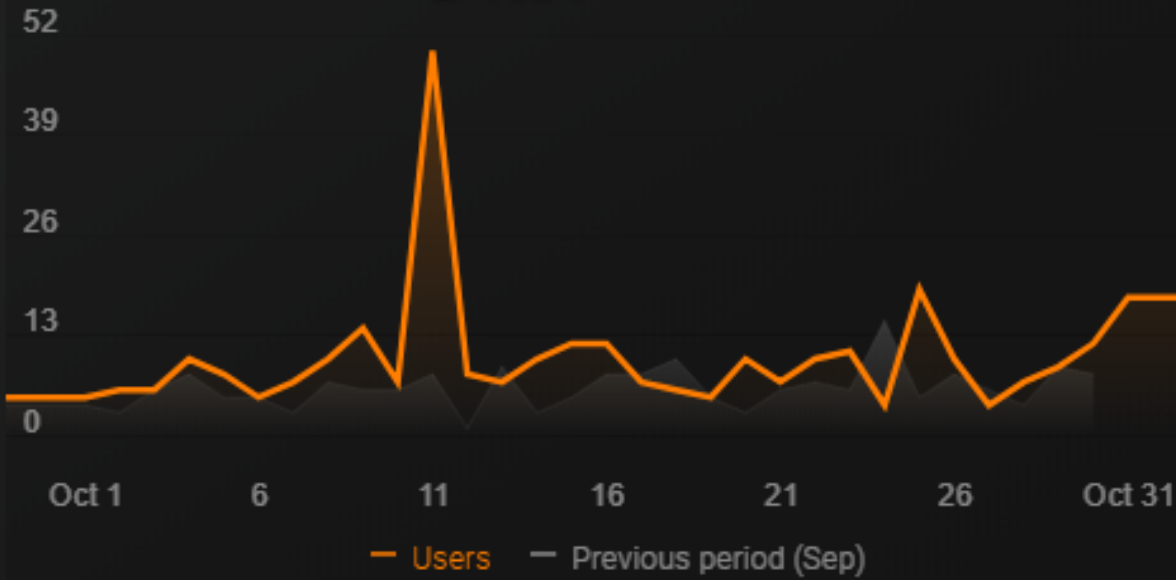
AUDIENCE OVERVIEW Last Month

| Metrics | Last Month | Δ |
|-----------------------|------------|---------|
| Users | 266 | ▲ 108% |
| Sessions | 357 | ▲ 66% |
| % New Sessions | 72.83% | ▲ 35% |
| Pages / Session | 2.32 | ▲ 4% |
| Avg. Session Duration | 4m 1s | ▲ 38% |
| Bounce rate | 54.34% | ▲ 5.26% |
| Pageviews | 827 | ▲ 72% |

USERS Last Month (Oct)

266

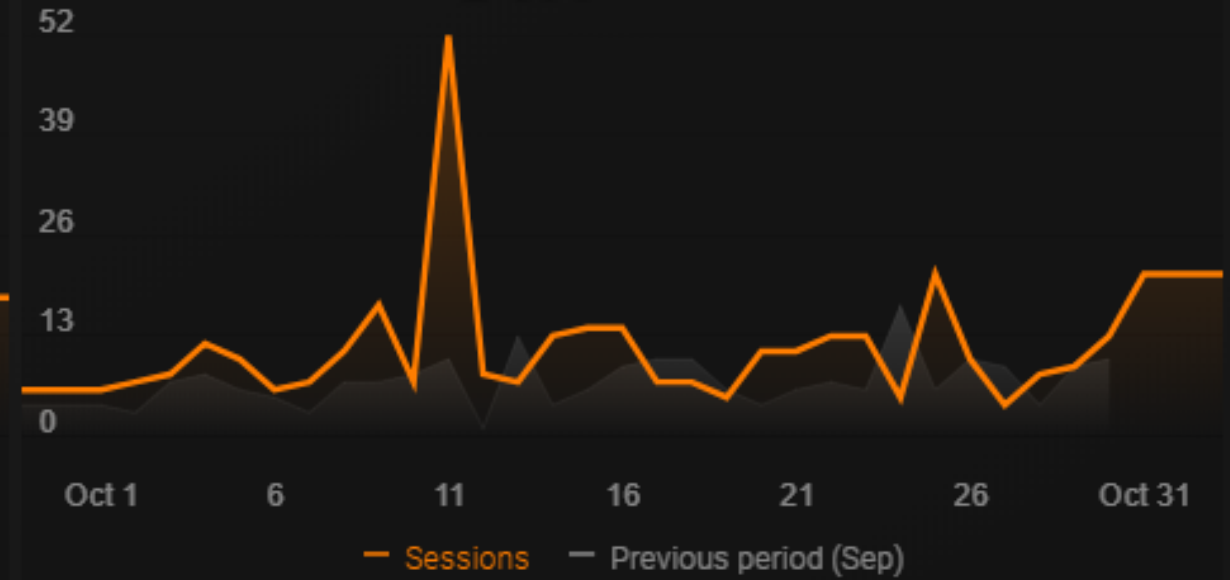
▲ 108% Previous: 128



SESSIONS Last Month (Oct)

357

▲ 66% Previous: 215



TOP SOURCES BY SESSIONS Last Month

| Source | Last Month | Δ |
|----------------|------------|--------|
| Organic Search | 150 | ▲ 49% |
| Direct | 147 | ▲ 130% |
| Social | 43 | ▲ 95% |
| Referral | 16 | ▼ 43% |
| (Other) | 1 | |

PAGEVIEWS Last Month (Oct)

827

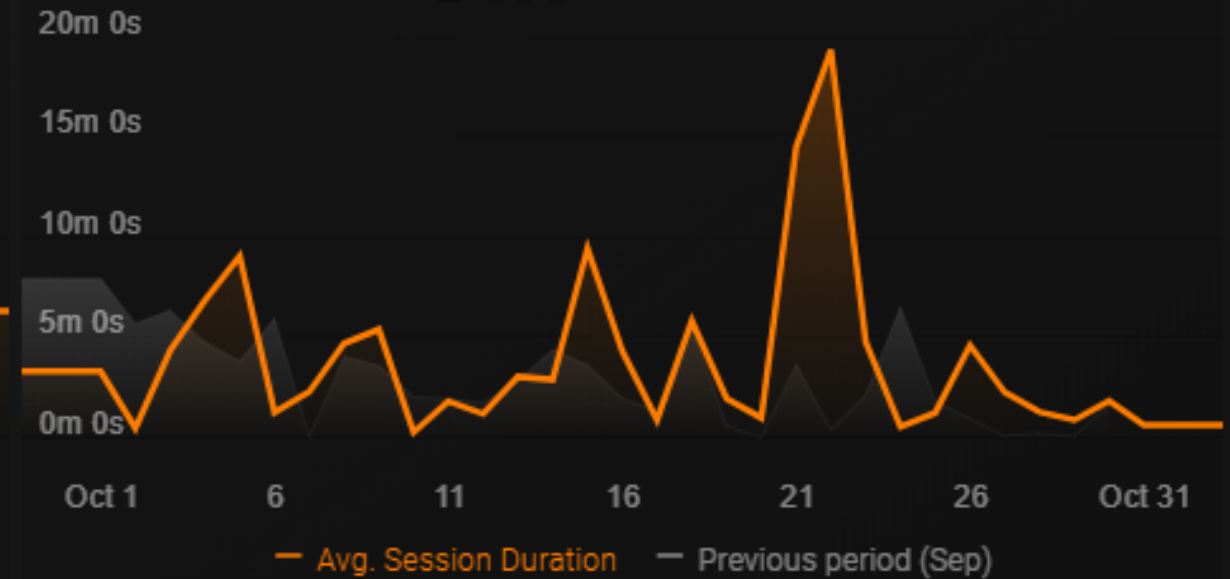
▲ 72% Previous: 480



AVERAGE SESSION DURATION Last Month (Oct)

4m 1s

▲ 38% Previous: 2m 55s



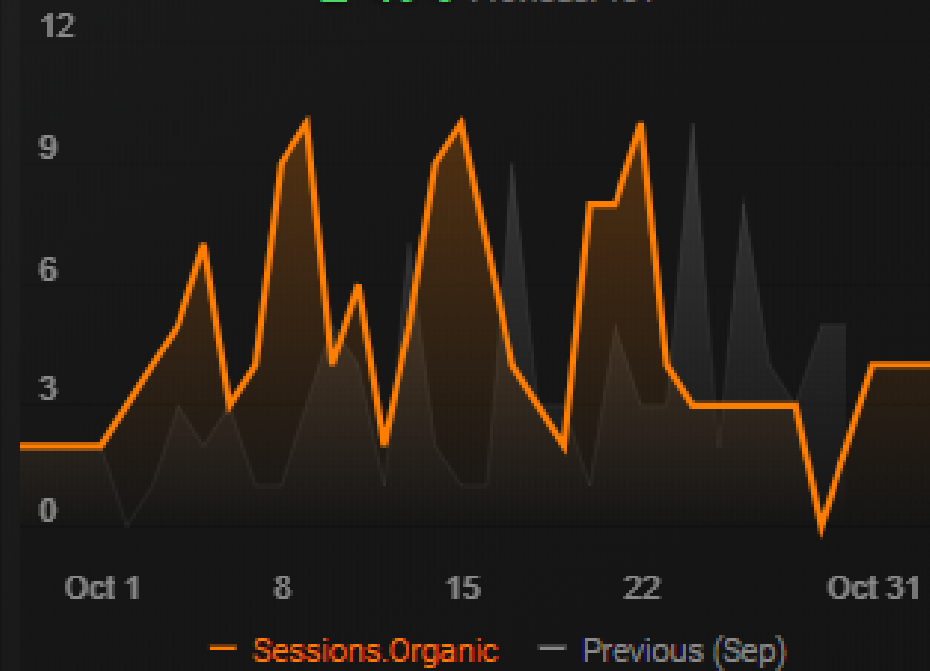
AUDIENCE OVERVIEW (ORGANIC) Last Month ▾

| Metrics | Last Month | Δ |
|-----------------------|------------|-------|
| Sessions | 150 | ▲ 49% |
| Users | 98 | ▲ 63% |
| New Users | 93 | ▲ 63% |
| Pages / Sessions | 2.98 | ▲ 13% |
| Avg. Session Duration | 6m 35s | ▲ 55% |
| Bounce Rate | 42.67% | ▲ 13% |
| Goal Completions | 30 | ▲ 15% |

SESSIONS (ORGANIC) Last Month (Oct) ▾

150

▲ 49% Previous: 101



USERS Last Month (Oct)

266

▲ 108% Previous: 128

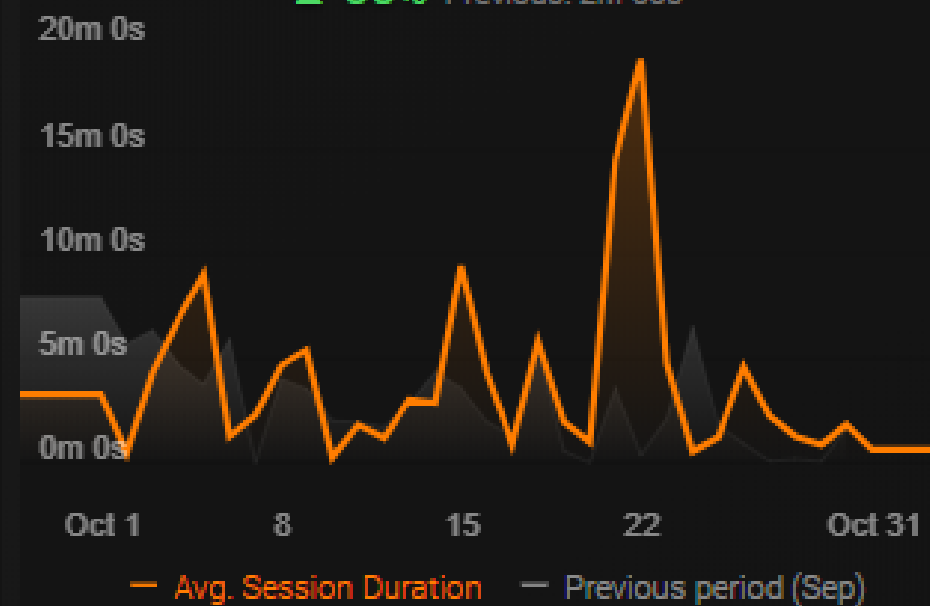


AVERAGE SESSION DURATION

Last Month (Oct)

4m 1s

▲ 38% Previous: 2m 55s



NEW USERS (ORGANIC) Last Month (Oct)

93

▲ 63% Previous: 57



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