



Case Study

SEO Analysis of www.jlbmedia.com

Industry: Corporate Video Production

Primary Goal: Increase organic search visibility, targeted rankings, and qualified traffic



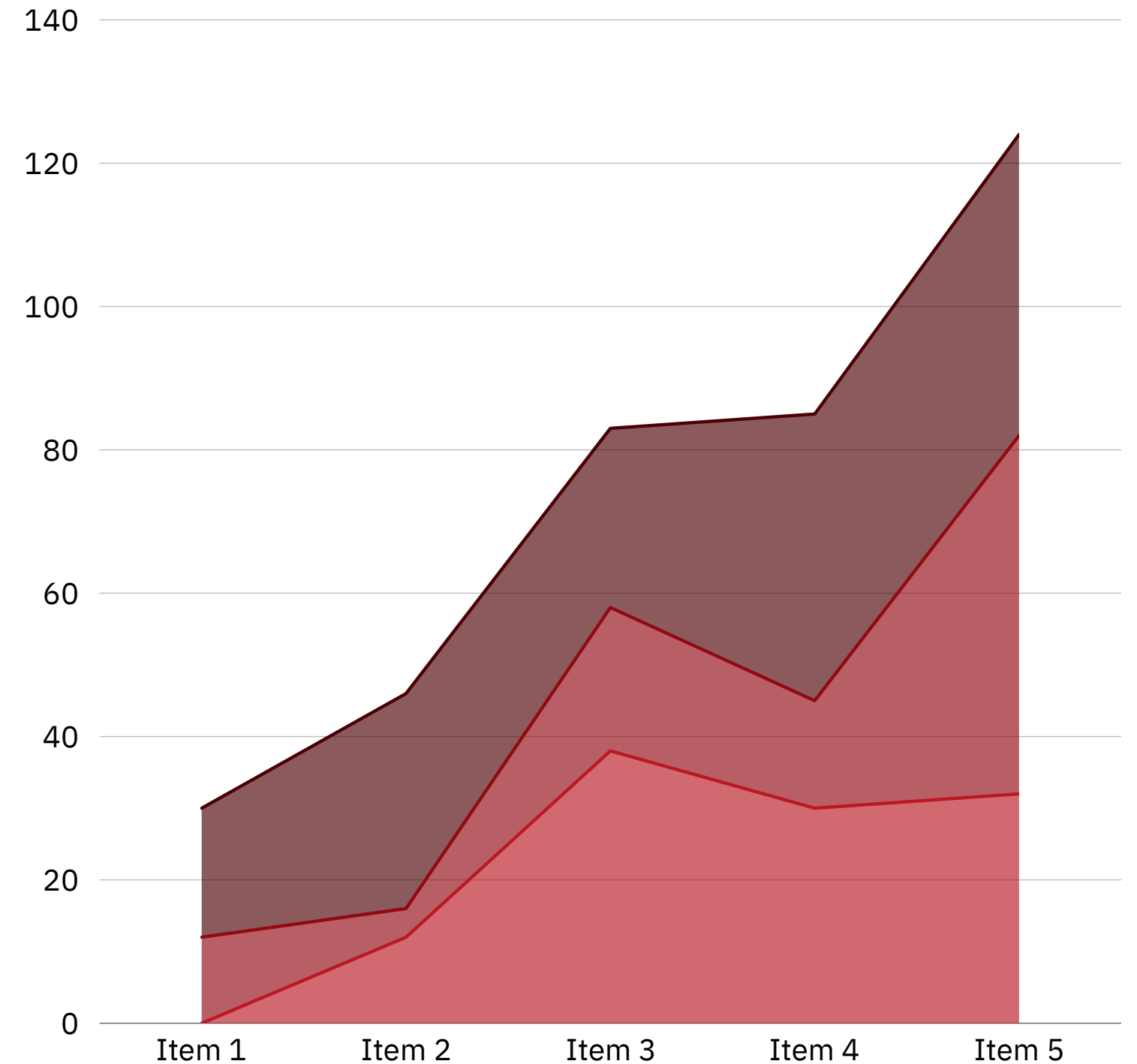
About JLB

JLB Media Productions is a leading national promotional and corporate video production company, founded in 2008 by award-winning writer, producer, and director Jonathan L. Bowen. With a unique business model, JLB has produced thousands of videos across 47 states and 93 of the top 100 U.S. markets, all without charging major travel costs. Despite a strong nationwide presence and proven expertise, the website required improved organic visibility for competitive service-based keywords such as Product Video Production, pricing-related searches, and corporate video services. To address this, a focused SEO strategy has been actively executed over the past months.



Objectives

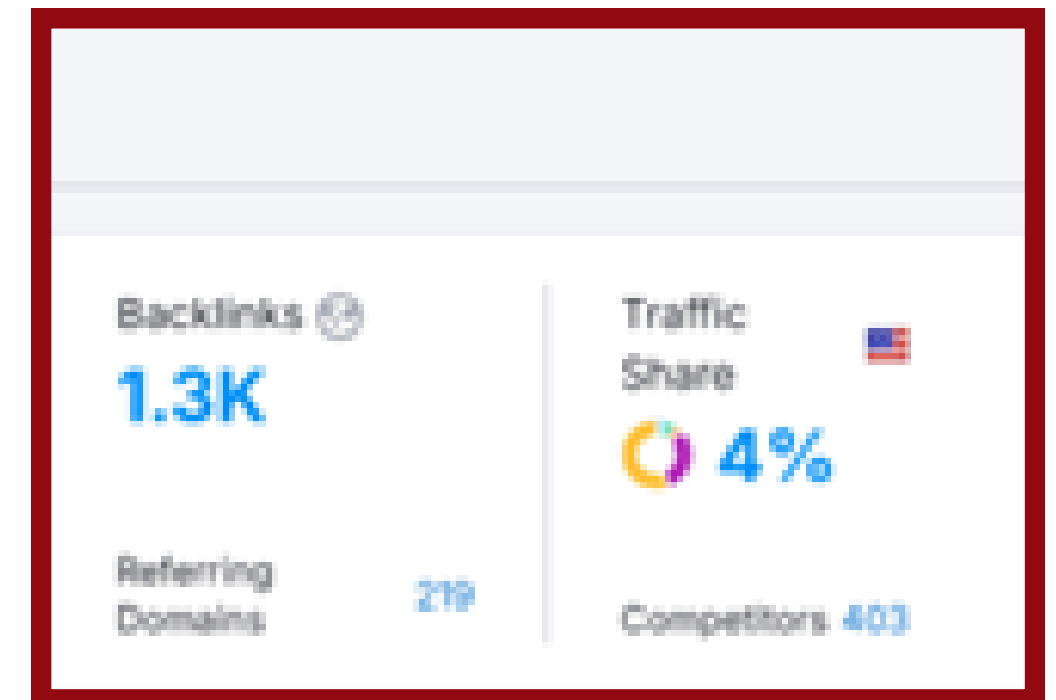
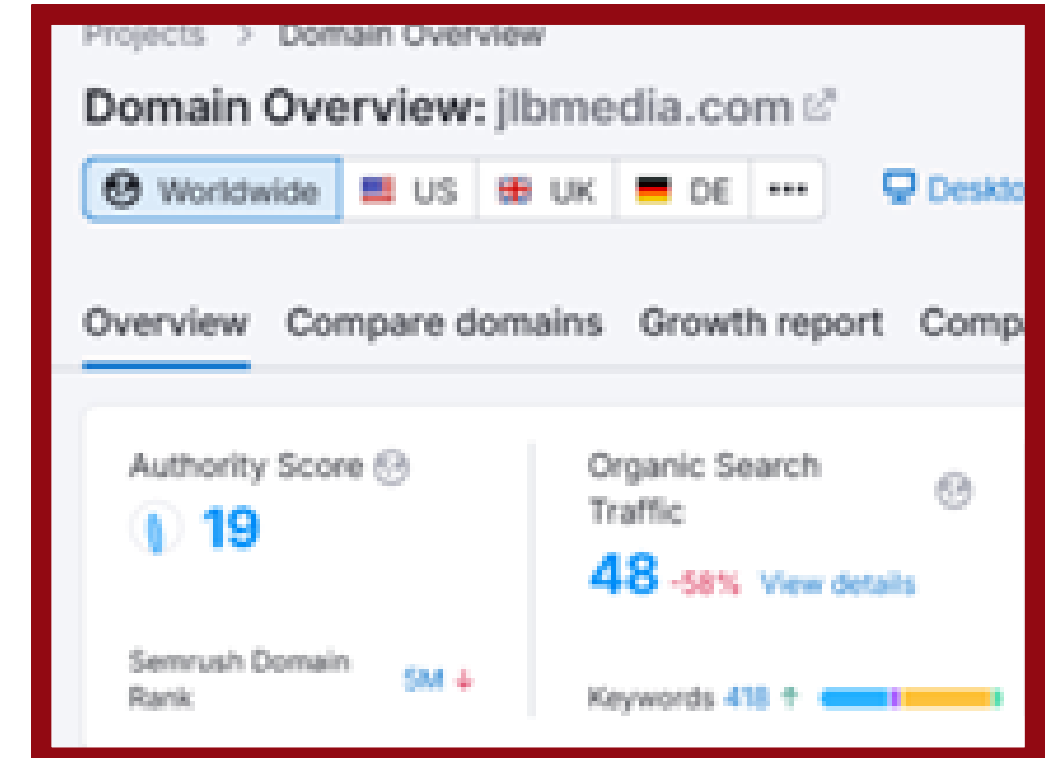
- Increase organic search visibility for primary and secondary keyword themes.
- Boost qualified traffic to service pages, especially corporate, product, and explainer video production.
- Strengthen long-term search authority to compete in the highly competitive video production services market.
- Drive more leads and conversions from search users seeking video production services and pricing information.



The Challenge

At the beginning of the SEO engagement, the website faced several challenges:

- Low Authority Score **(19)**
- Limited organic keyword footprint (**≈ 488 keywords**)
- **Declining** or unstable organic traffic
- **Minimal visibility** across AI search platforms
- Backlinks existed but **lacked strategic** relevance
- No structured SEO roadmap aligned with business goals
- In short, the website looked great—but search engines weren't rewarding it.




Strategy Overview

1. Technical SEO Foundation

- Fixed crawlability and indexing issues
- Improved site structure and internal linking
- Optimized page speed and mobile usability

2. Keyword & Content Optimization

- Identified high-intent keywords relevant to location, video production and media services
 - Optimized core location & service pages for commercial search terms
 - Created SEO-friendly content aligned with user intent and brand positioning
- 

Strategy Overview

3. Authority & Link Building

- Acquired relevant, high-quality referring domains
- Strengthened backlink profile naturally
- Improved trust signals for search engines

4. AI Search & Brand Visibility

- Optimized content for AI-powered search platforms (ChatGPT, Google AI Overview, AI Mode)
- Improved brand mentions and cited pages across AI search ecosystems

Results Achieved

Organic Growth & Visibility

- **Organic Traffic:** Increased to **465+** monthly visits, showing steady upward momentum
- **Organic Keywords:** Grew to **678+** keywords **(+0.89% growth)**
- **Authority Score:** Maintained and stabilized at **22**, with stronger ranking potential

Backlinks & Referring Domains

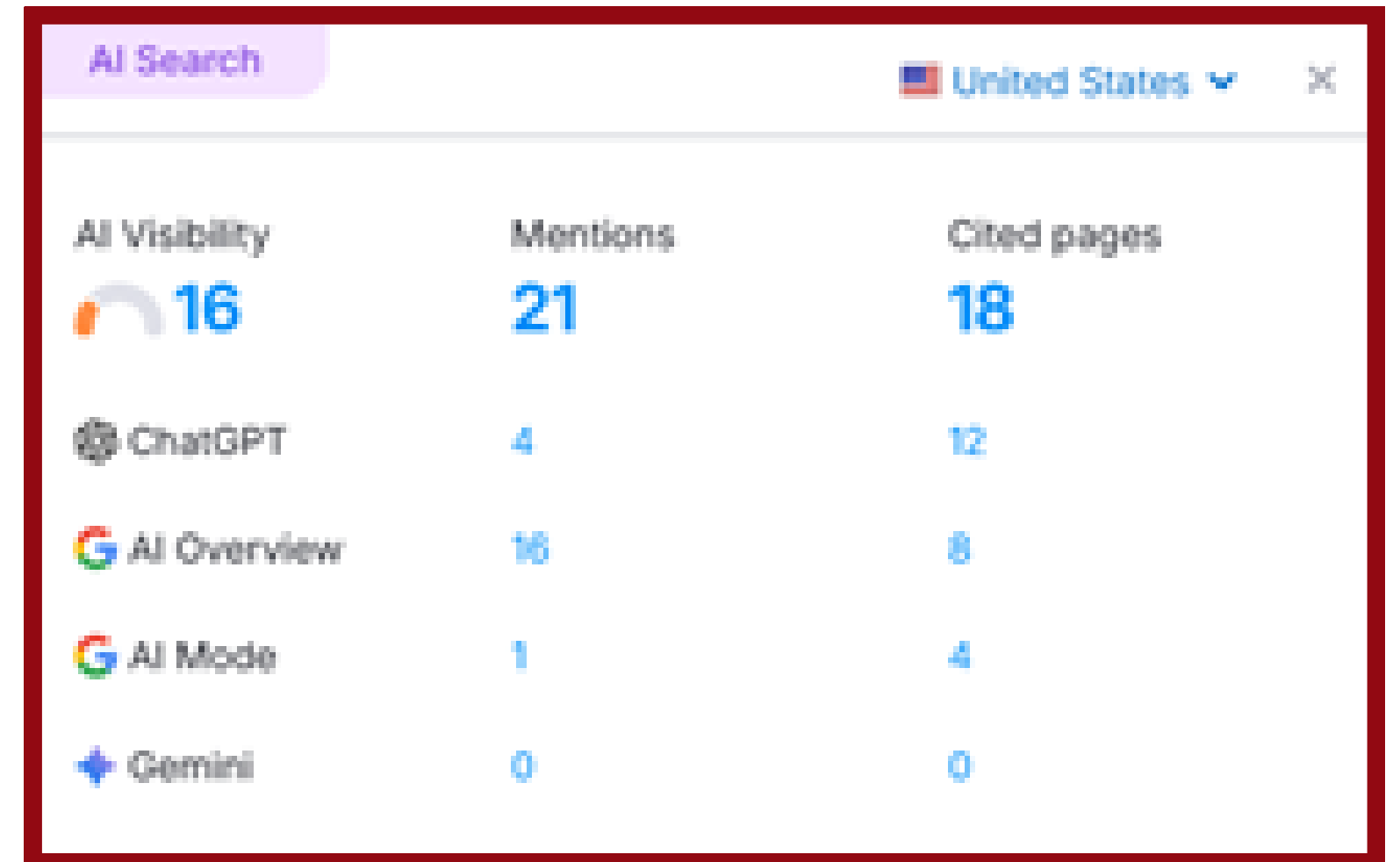
- **Referring Domains:** Increased to **444**
- **Backlinks:** Grew to **1.9K**, improving domain trust








Results Achieved

AI Search Visibility (United States)

- AI Visibility Score: **16**
- Total Mentions: **21**
- Cited Pages: **18**
- Visibility across:
 - ChatGPT
 - Google AI Overview
 - Google AI Mode

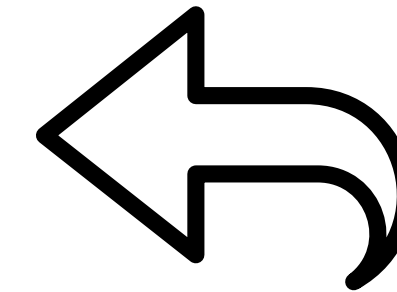
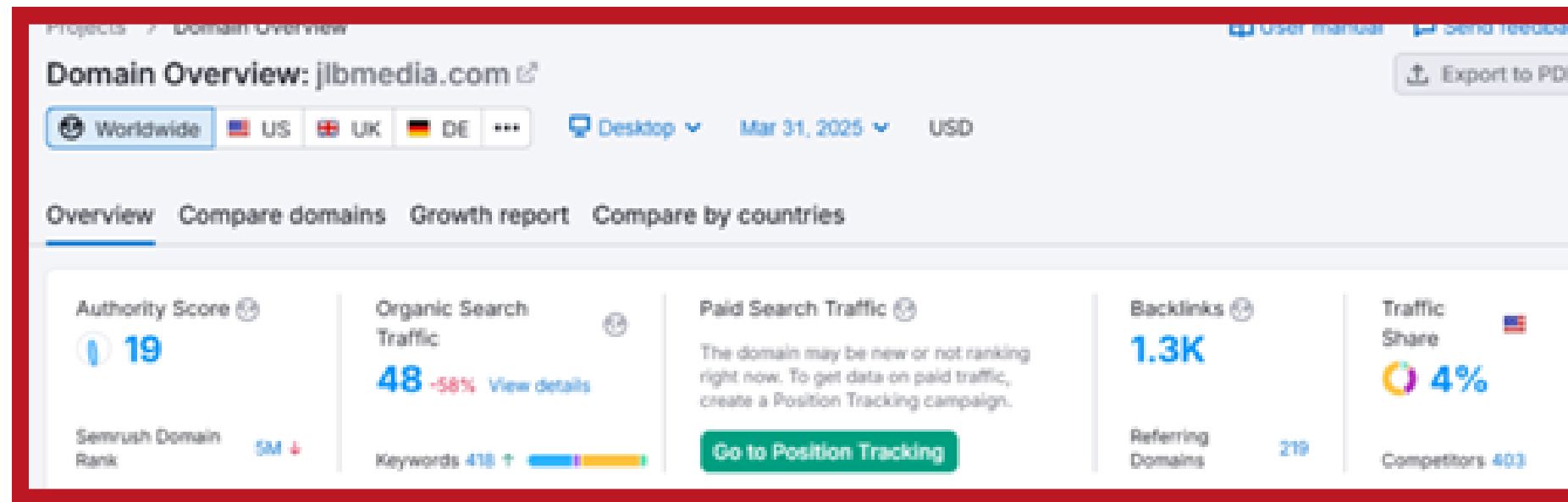


AI Search	United States	
AI Visibility	Mentions	Cited pages
 16	21	18
 ChatGPT	4	12
 AI Overview	16	8
 AI Mode	1	4
 Gemini	0	0

This demonstrates that JLB Media is now being recognized not just by traditional search engines—but by next-generation AI search platforms as well.

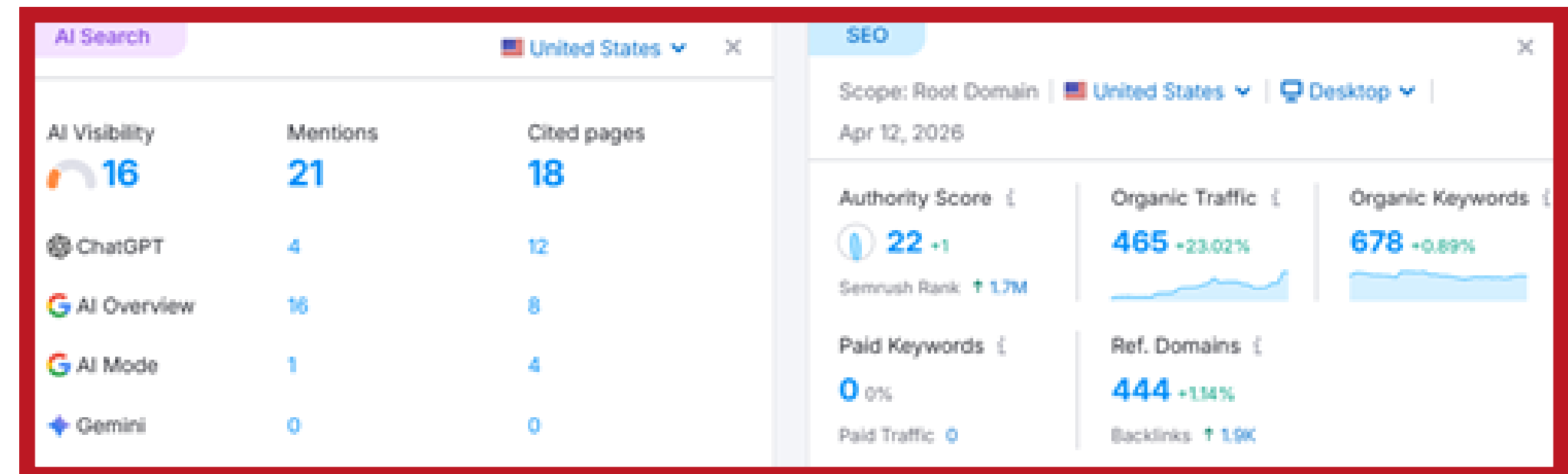
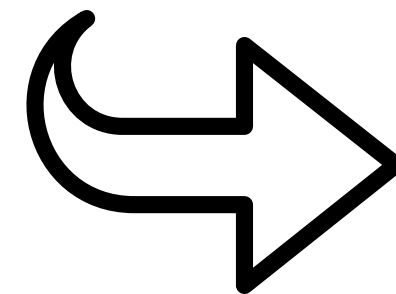
Before vs After Snapshot

Traffic



Before

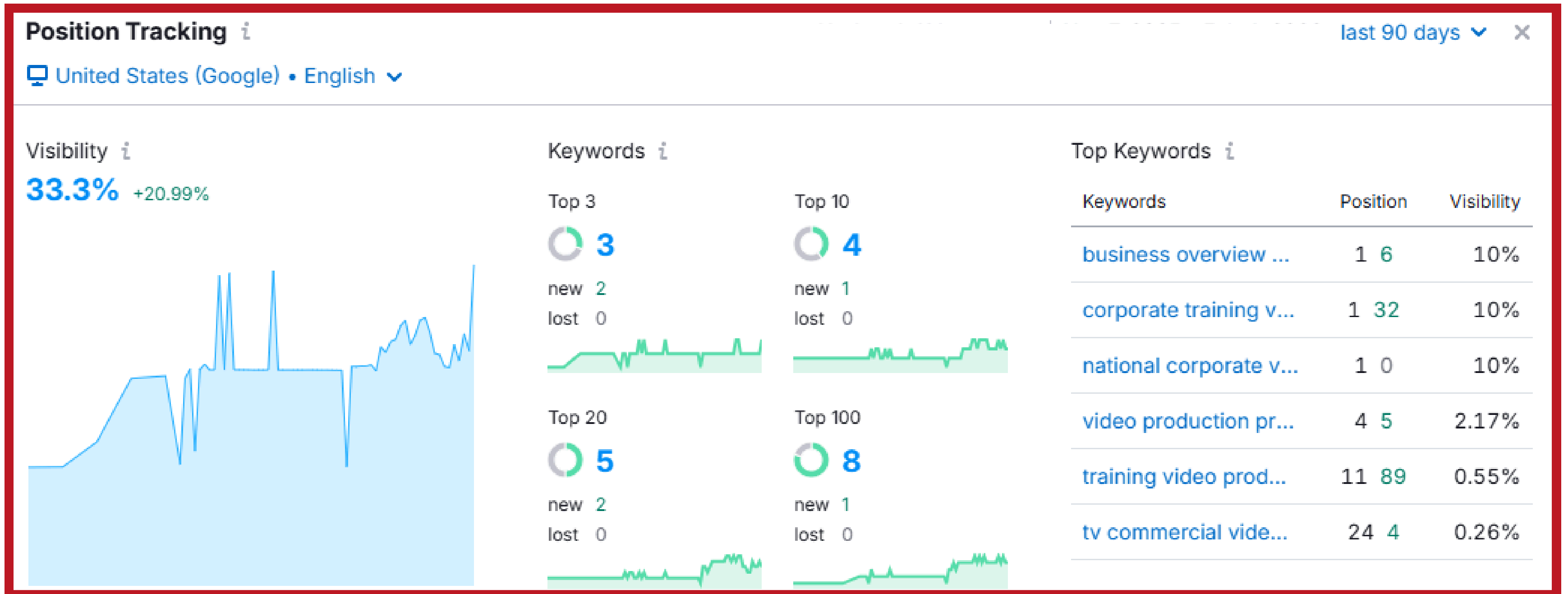
After



Before vs After

Metric	Before	After
Authority Score	19	22
Organic Traffic	Very low / declining	465+
Organic Keywords	~488	678+
Referring Domains	Limited	444
Backlinks	~1.3K	1.9K
AI Search Visibility	0	Active across multiple AI platforms

Position Tracking



Position Tracking

- **Search Visibility: 33.3% (+20.99% growth)**
- **Top 3 Rankings: 3 keywords (2 newly added)**
- **Page 1 Rankings: 4 keywords in Top 10**
- **No Keyword Losses:** Stable, penalty-free growth
- Strong upward trend across Top 20 & Top 100 keywords

Impact:

Higher Google visibility, stronger brand authority, and increased discovery for revenue-driven search terms.

SEO Performance

- **Visibility: 33.30% (+20.99%)**

→ JLB Media is appearing more frequently in Google search results.

- **Estimated Traffic: 6.98 (+6.37 growth)**

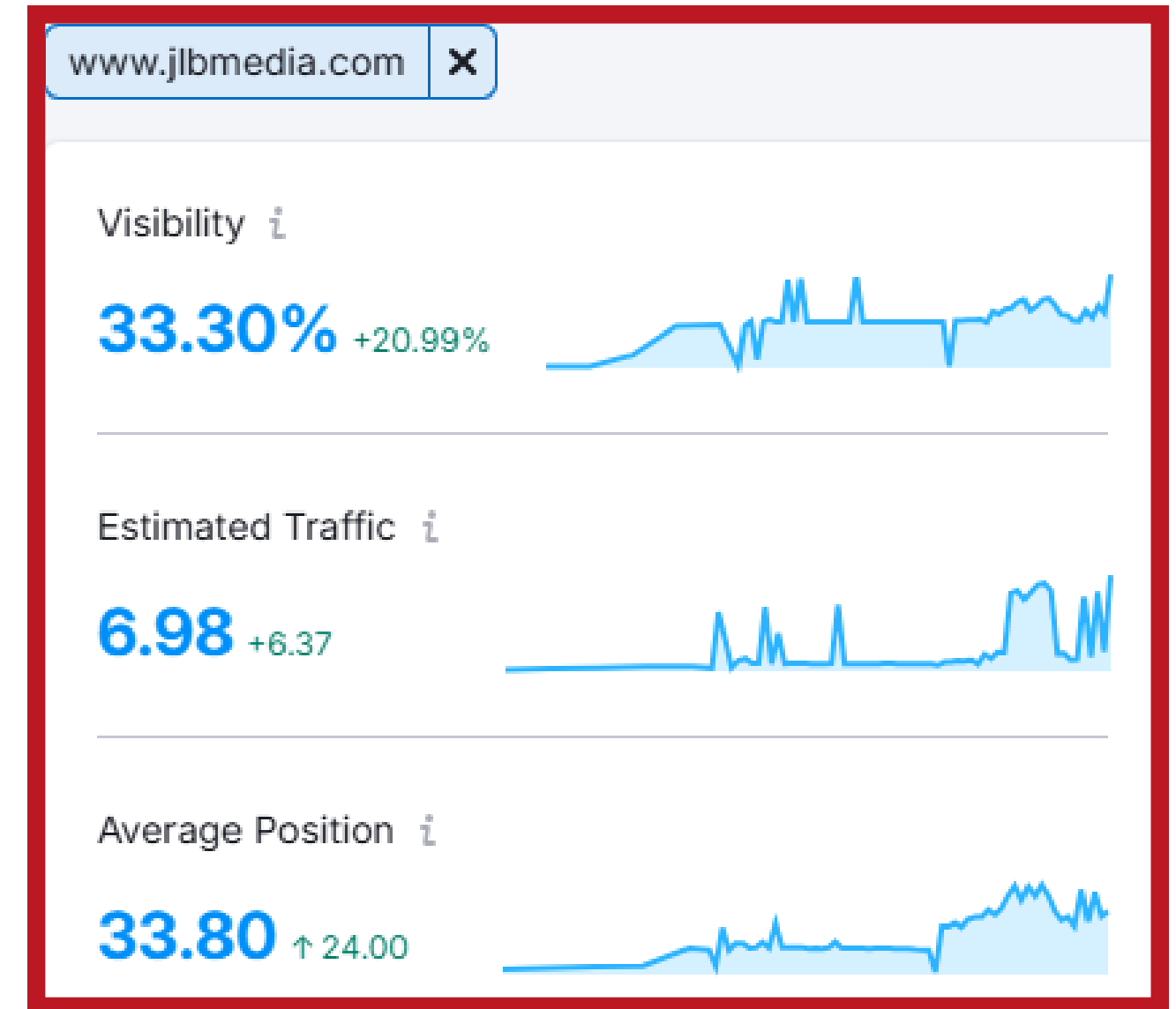
→ Organic clicks are increasing as rankings improve.

- **Average Position: 33.80 (↑ 24 positions)**

→ Keywords have moved significantly closer to Page 1.

Impact:

Strong upward SEO momentum with better rankings, higher visibility, and growing organic traffic.



Top Ranking Keywords


Keyword	Position	What It Means
Business overview	#1	Brand authority
Corporate training video	#1	High-value B2B intent
National corporate video	#1	Competitive, revenue-driven
Video production	#4	Core service keyword
Training video production	#11	Close to Page 1
TV commercial video	#24	Scaling opportunity

This proves SEO is attracting buyers, not just traffic.

Google Keyword Ranking

National Corporate Video Production Company jlbmedia 1/2

Keyword difficulty: 54.26% (for google.com database) — View full report for this keyword

 JLB Media Productions
https://www.jlbmedia.com > corporate-video-production

1. National Corporate Video Production Services


AS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0
Get domain authority, visits and engagement data with a free Semrush account - [Connect](#)

L: 1 LD: 1.13K I: n/a whois </> source Rank: 3.50M

Leading national corporate video production company. We have produced nearly 1000 videos in 41 states and 93 of the top 100 US metro areas. [Read more](#)

Business Overview Video Production jlbmedia 1/1

Keyword difficulty: . . . (for google.com database) — View full report for this keyword

 JLB Media Productions
https://www.jlbmedia.com > company-overview-videos

1. Company & Business Overview Video Production


AS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0
Get domain authority, visits and engagement data with a free Semrush account - [Connect](#)

L: 6 LD: 1.13K I: n/a whois </> source Rank: 3.50M

A company overview video production should visually demonstrate what your company does. Engaging footage of your products or services in action, customer ... [Read more](#)

National Corporate Video Production jlbmedia 1/1

Keyword difficulty: 54.61% (for google.com database) — View full report for this keyword

 JLB Media Productions
https://www.jlbmedia.com > corporate-video-production

1. National Corporate Video Production Services

AS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0
Get domain authority, visits and engagement data with a free Semrush account - [Connect](#)


L: 1 LD: 1.13K I: n/a whois </> source Rank: 3.50M

Leading national corporate video production company. We have produced nearly 1000 videos in 41 states and 93 of the top 100 US metro areas. [Read more](#)

National Corporate Event Video Production jlbmedia 1/1

Keyword difficulty: . . . (for google.com database) — View full report for this keyword

AI Mode All Videos Images Short videos News Shopping More Tools

 JLB Media Productions
https://www.jlbmedia.com > event-video-production

1. National Corporate Event Video Production Company

AS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0
Get domain authority, visits and engagement data with a free Semrush account - [Connect](#)

L: 4 LD: 1.13K I: n/a whois </> source Rank: 3.50M

Leading national corporate video production company. We have produced nearly 1000 videos in 41

Google Keyword Ranking

Virtual Video Tour Production Company

Keyword difficulty: . . . (for google.com database) — View [full report](#) for this keyword

JLB Media Productions
https://www.jlbmedia.com › virtual-tour-video-producti...

1. Virtual Video Tour Production Company

AS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0
Get domain authority, visits and engagement data with a free Semrush account - [Connect](#)

L: 0 LD: 1.13K I: n/a whois </> source Rank: 3.50M

A virtual video tour will bring your property to life! Turn to video production company JLB Media Productions for quality, affordable virtual tour videos.

Video Tour Production Company

Keyword difficulty: . . . (for google.com database) — View [full report](#) for this keyword

JLB Media Productions
https://www.jlbmedia.com › virtual-tour-video-producti...

1. Virtual Video Tour Production Company

AS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0
Get domain authority, visits and engagement data with a free Semrush account - [Connect](#)

L: 0 LD: 1.13K I: n/a whois </> source Rank: 3.50M

A virtual video tour will bring your property to life! Turn to video production company JLB Media Productions for quality, affordable virtual tour videos.

Video Production for Tech Industry

Keyword difficulty: . . . (for google.com database) — View [full report](#) for this keyword

JLB Media Productions
https://www.jlbmedia.com › video-production-for-tech...

1. Video Production for Tech Industry & Startups

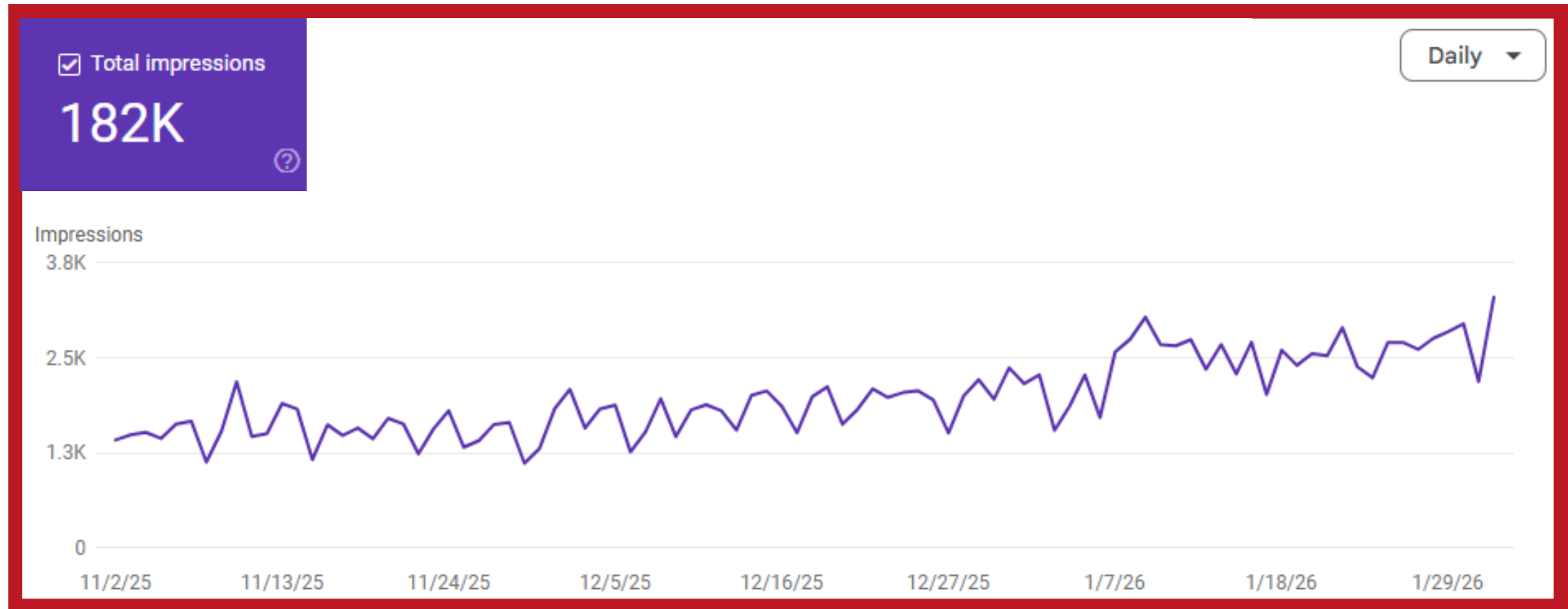
AS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0
Get domain authority, visits and engagement data with a free Semrush account - [Connect](#)

L: 2 LD: 1.13K I: n/a whois </> source Rank: 3.50M

JLB Media Productions specializes in video production for the tech industry, delivering cutting-edge content tailored for startups and innovation.

Google Search Impressions

- **Total Impressions: 182K**
- Consistent upward trend over time
- Clear spike in visibility starting late December



What this means:

- JLB Media's pages are appearing more frequently in Google search results, showing strong growth in brand exposure and keyword reach.

Website Engagement Growth

Google Analytics

- **Active Users: 408 (+45.2%)**

→ More real users actively engaging with the website.

- **Sessions: 428 (+39.9%)**

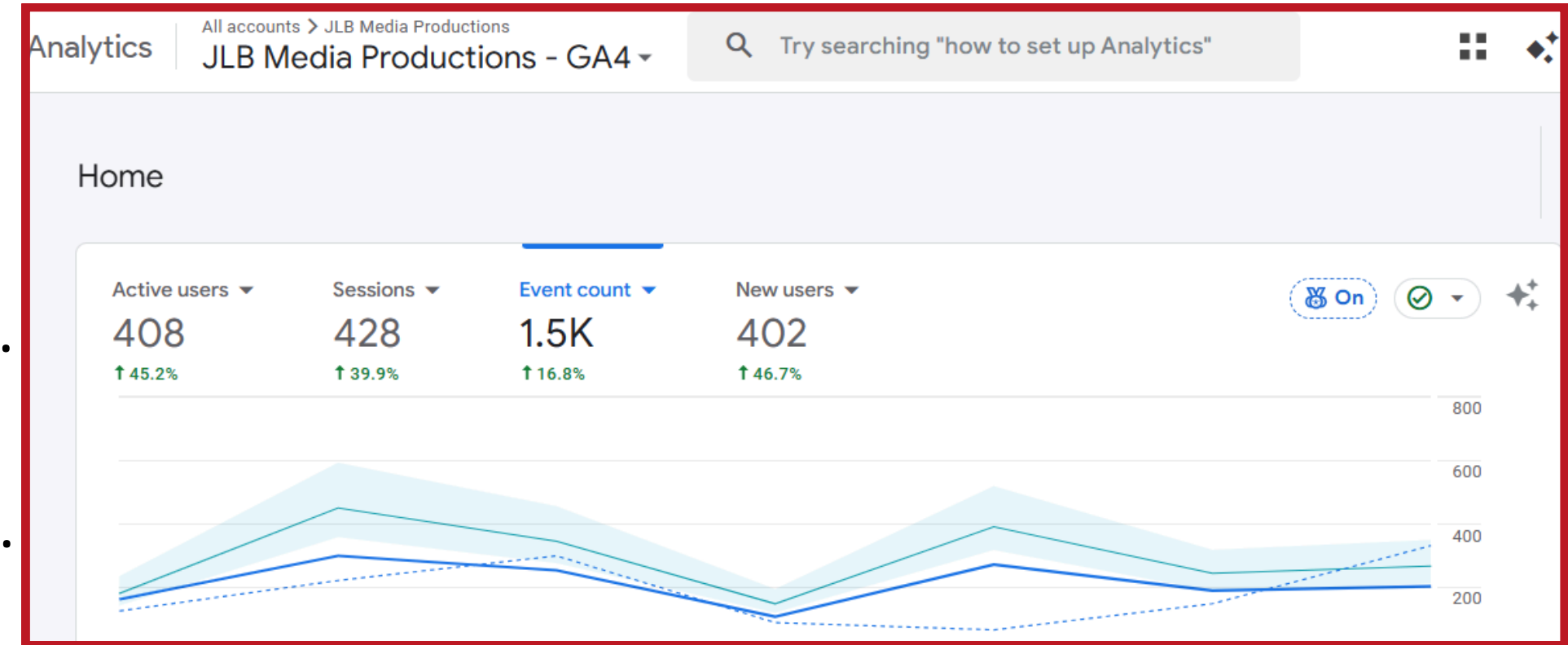
→ Increased repeat visits and consistent traffic growth.

- **Event Count: 1.5K (+16.8%)**

→ Higher interaction levels (clicks, scrolls, video plays).

- **New Users: 402 (+46.7%)**

→ Strong acquisition of first-time visitors from organic search.




Impact:

- SEO efforts are driving qualified traffic that engages, not just vanity visits—supporting long-term lead and brand growth.

Conclusion

This case study highlights how a strategic, long-term SEO approach can transform online visibility—even in competitive industries like media production. Our SEO efforts for JLB Media have delivered measurable growth across search visibility, keyword rankings, impressions, and AI-powered search platforms. By focusing on clean technical SEO, high-intent keywords, authoritative content, and sustainable link building, we built a strong foundation for continued organic growth.

If you're looking to increase your brand's visibility, attract qualified leads, and stay ahead in both traditional and AI-driven search results, now is the time to invest in SEO that delivers real results.



**Thank you
very much!**

www.tritans.com