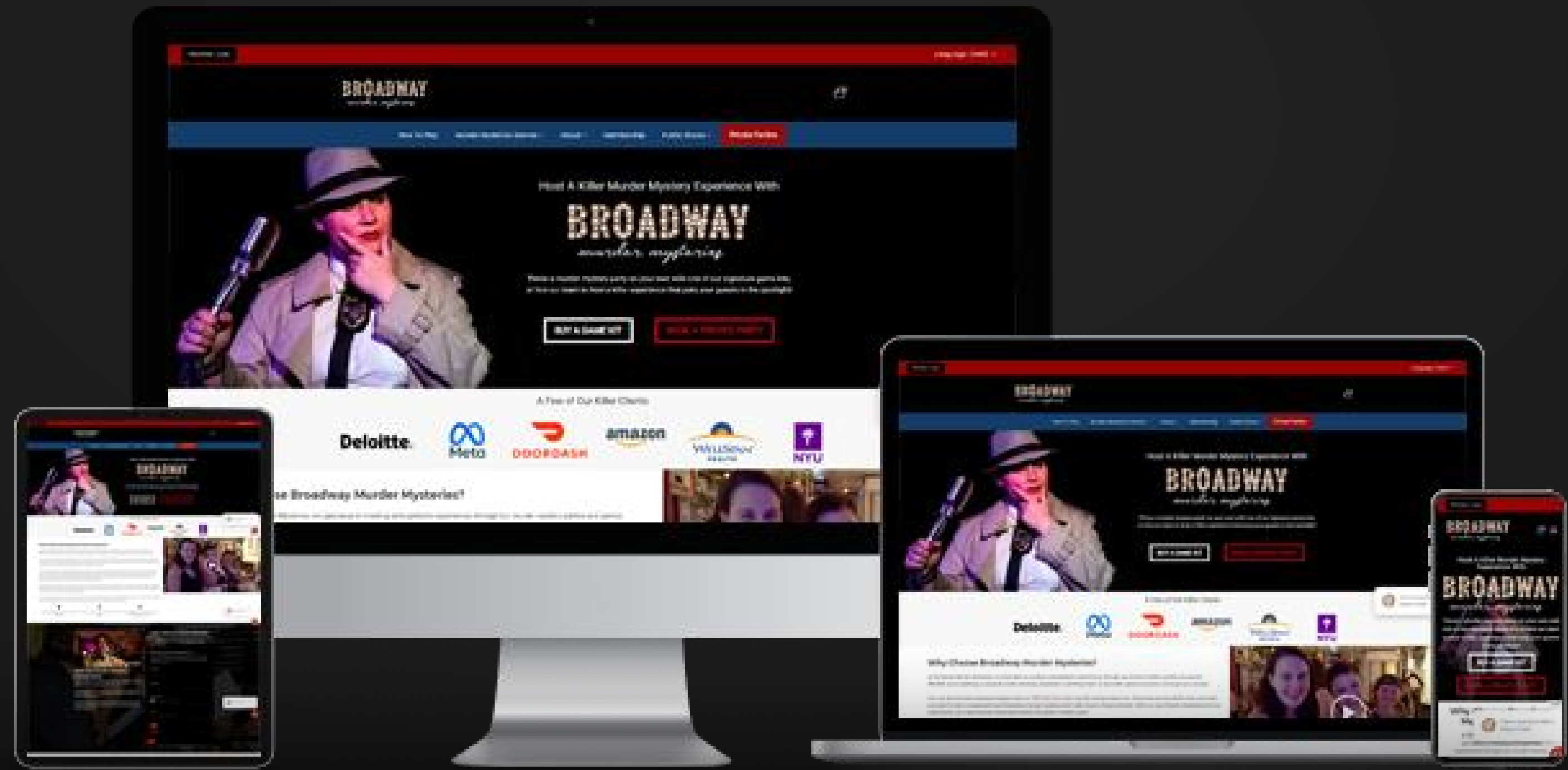


SEO CASE STUDY

BROADWAY MURDER MYSTERIES



Executive Summary

Broadway Murder Mysteries, a company renowned for their interactive murder mystery games, embarked on a journey to transform their online presence. Faced with the limitations of their existing Squarespace platform, they aimed to enhance SEO, improve site performance, and create a more engaging user experience through a strategic migration to Shopify.



Introduction & Challenges

Operating in a unique niche, Broadway Murder Mysteries was poised to expand its online footprint. Hindered by a platform that restricted their creative expression and SEO efficiency, they partnered with our team to tackle these challenges head-on.

The challenges were multifaceted, involving platform constraints that affected the website's SEO performance, page loading speed, on-page optimization, and mobile responsiveness—key factors affecting online visibility and user engagement.



Objectives & Strategy

The overarching goal was to increase organic traffic, improve search engine rankings, and optimize the website for conversions. This was to be achieved through a multi-phased approach, tackling both technical and content-related aspects of SEO.

Phase 1

On-Page SEO Overhaul

Focused on improving metadata, image optimization, and internal linking, we laid the groundwork for enhanced search engine visibility and user navigation within the site.

Previous Meta title

Murder Mystery Games Created By Broadway Talent

Previous meta description

Broadway Murder Mysteries creates unique murder mystery party games for kids and adults! All our games include detective videos voiced and performed by Broadway Performers

« Analyze On-Page SEO

URL

<https://www.broadwaymurdermysteries.com/>

611 words, 16,469 characters ↗

Title

Broadway Murder Mysteries | Murder Mystery Party For Everyone (61/60 chars) ⚠

Description

Get your guests in the craziest murder mystery party games, Broadway murder mysteries keeps the spark of your party alive. Let the good times roll! (148/150 chars)

Phase 2

Site Migration and Redesign

Migrating to Shopify allowed us to leverage its advanced SEO features, resulting in a more aesthetically appealing and user-friendly website design, particularly for mobile users.

Phase 3

Advanced Technical SEO

With a new platform came the opportunity to introduce structured data, further refining the website's ability to communicate its content to search engines more effectively.

[Get Started](#)

Execution

The project included comprehensive on-page optimizations, technical SEO enhancements, and significant design improvements—all aimed at creating a seamless user experience from first click to final conversion.

[Get Started](#)



Detailed On-Page Work

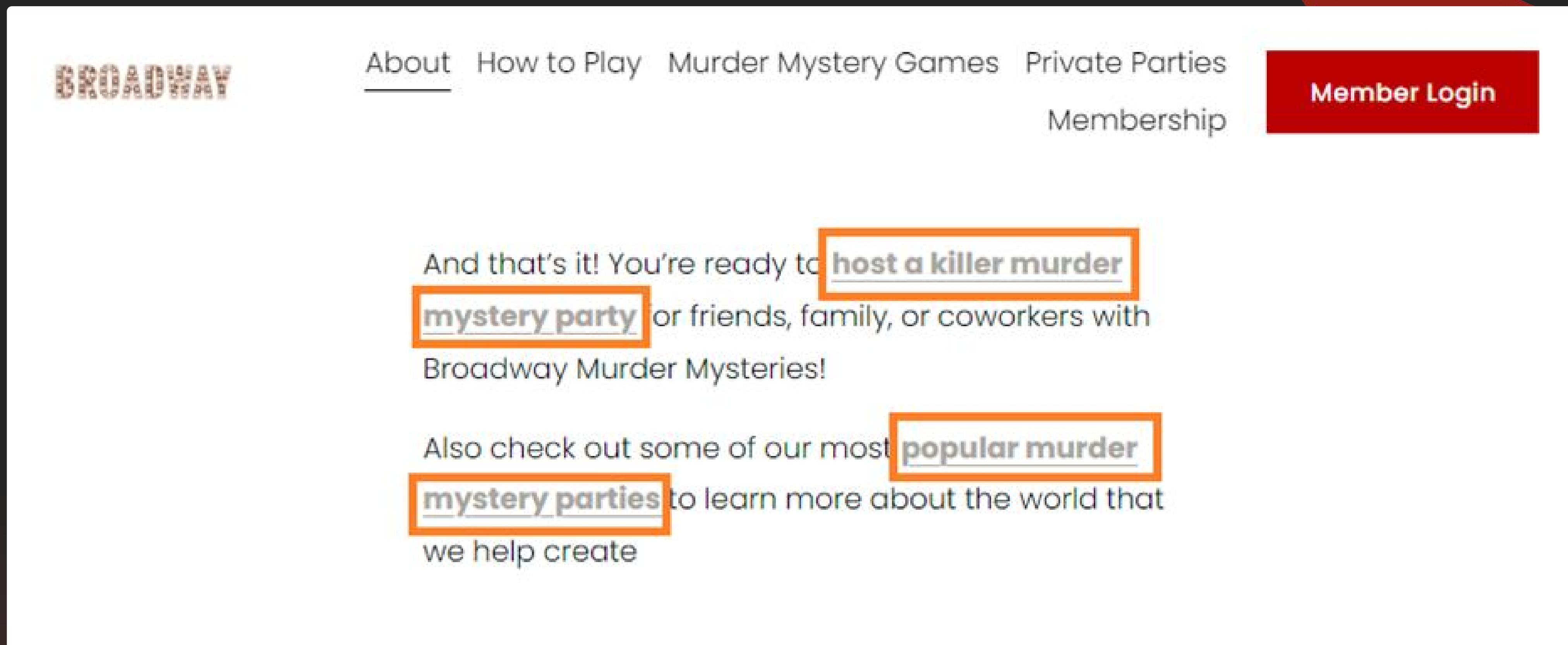
Prior to detailing the strategy, a table will illustrate the meticulous on-page changes we enacted. We updated critical metadata, ensuring that titles and descriptions were not only SEO-friendly but also compelling to potential visitors. Heading tags were revised to include relevant keywords and align with user intent, strengthening the site structure for search engine algorithms.

Image optimization was an essential task where large file sizes were compressed to decrease load times, while maintaining visual quality. Alt texts were meticulously crafted to describe images accurately, aiding search engines in indexing content.

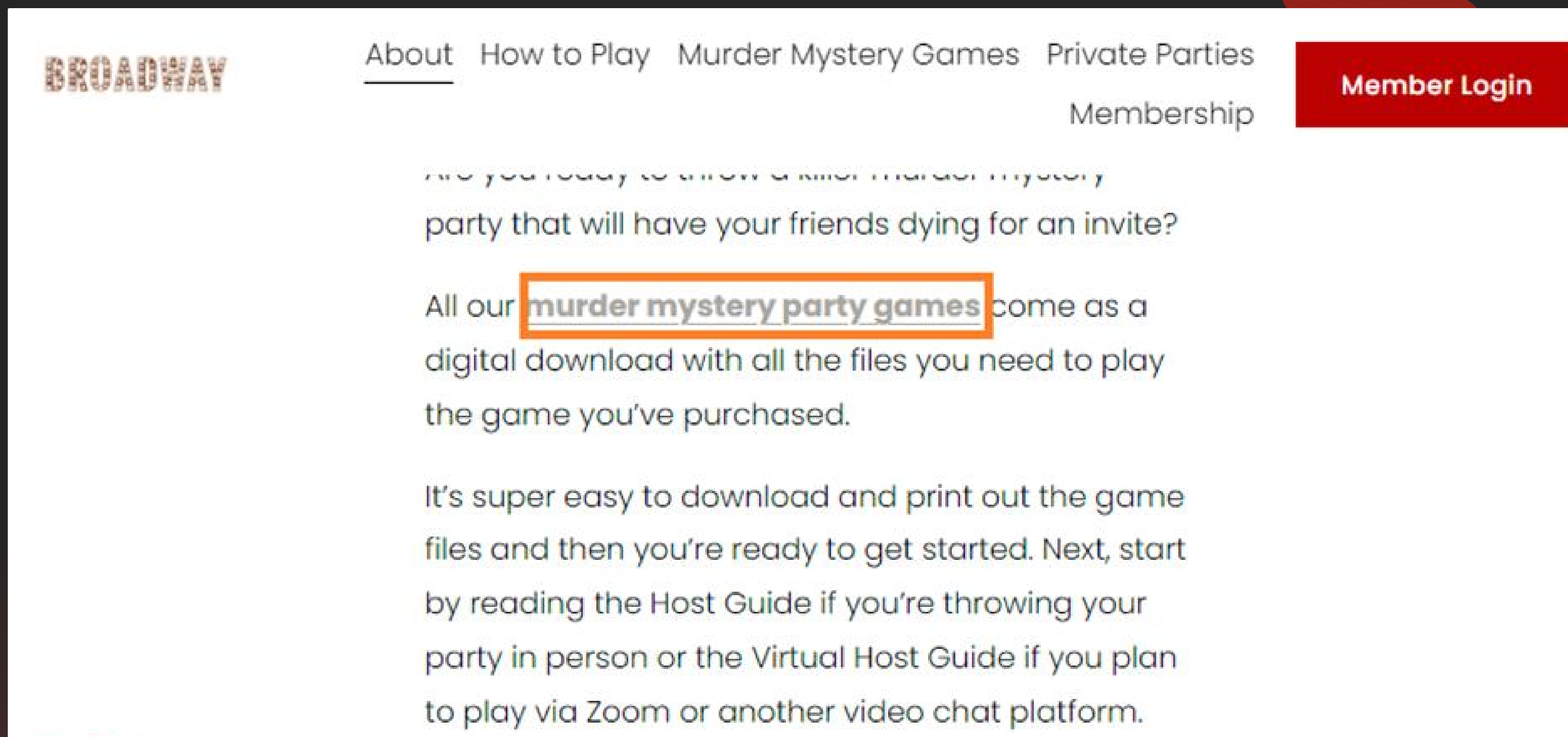


Example of an image that was over 3MB in size that was impacting the overall website speed

Internal linking was another focus area, where we corrected and improved the pathways within the site, enhancing the logical flow and keeping visitors engaged with relevant content.



Each link was strategically placed to contribute to a cohesive site architecture and encourage deeper exploration of the website.



BROADWAY About How to Play Murder Mystery Games Private Parties
Membership [Member Login](#)

Are you ready to throw a killer murder mystery party that will have your friends dying for an invite?

All our **murder mystery party games** come as a digital download with all the files you need to play the game you've purchased.

It's super easy to download and print out the game files and then you're ready to get started. Next, start by reading the Host Guide if you're throwing your party in person or the Virtual Host Guide if you plan to play via Zoom or another video chat platform.

Design and Mobile Optimization

Following the strategy discussion, side-by-side images of the mobile site before and after optimization will showcase the radical improvements in design and user experience. The enhancements include a more intuitive navigation structure, faster loading times, and a responsive design that adapts seamlessly to various screen sizes.

These changes were critical not only for user satisfaction but also for meeting Google's mobile-first indexing requirements, ensuring that the site would perform well in mobile search rankings.

Get Started



Technical SEO and Performance

After elaborating on the technical SEO adjustments, GTmetrix reports will visually represent the strides made in site speed and performance. These reports will show marked improvements in key performance indicators such as Time to First Byte (TTFB), Fully Loaded Time, and on-page performance scores.

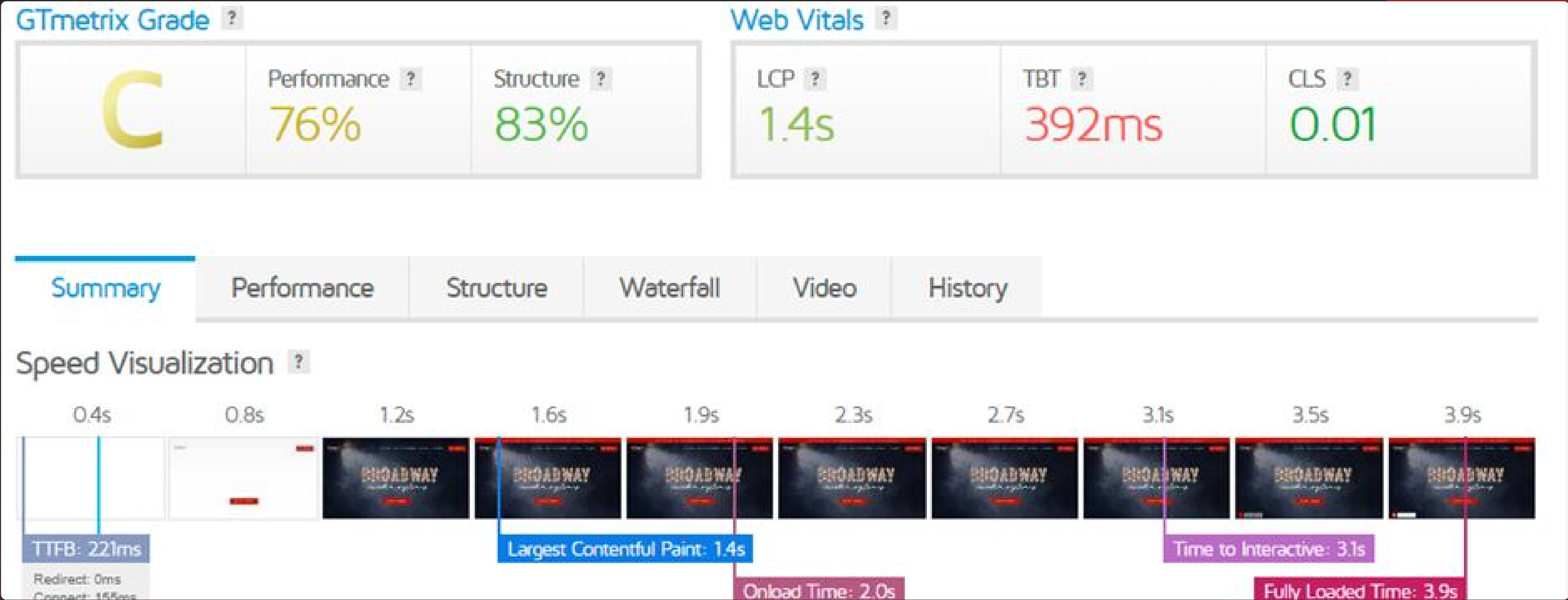
By compressing and minifying JavaScript files, optimizing images, and streamlining CSS, we significantly reduced page load times, enhancing the overall user experience and contributing positively to SEO rankings.

The culmination of our comprehensive SEO campaign for Broadway Murder Mysteries unveiled remarkable achievements across several key performance metrics. The concerted efforts in on-page optimization, technical SEO enhancements, and user experience redesign have not only elevated the site's standing in search engine results pages (SERPs) but have also significantly improved site interaction metrics.

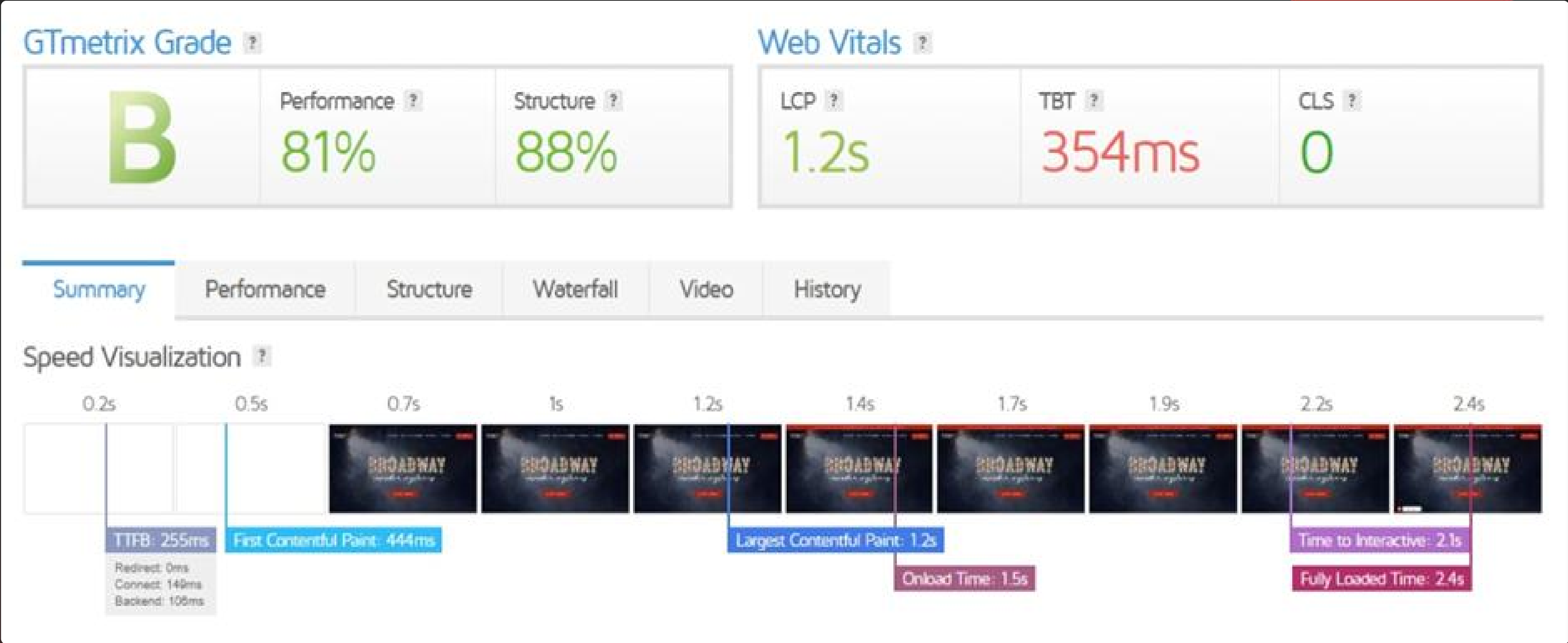


Site Speed and Performance Enhancements

The performance metrics, as illustrated by the GTmetrix reports, underscored a dramatic improvement in site speed, one of the critical factors for both search engine ranking and user experience. Before the migration to Shopify and the implementation of optimization strategies, the site struggled with extended loading times, negatively impacting user engagement and bounce rates.

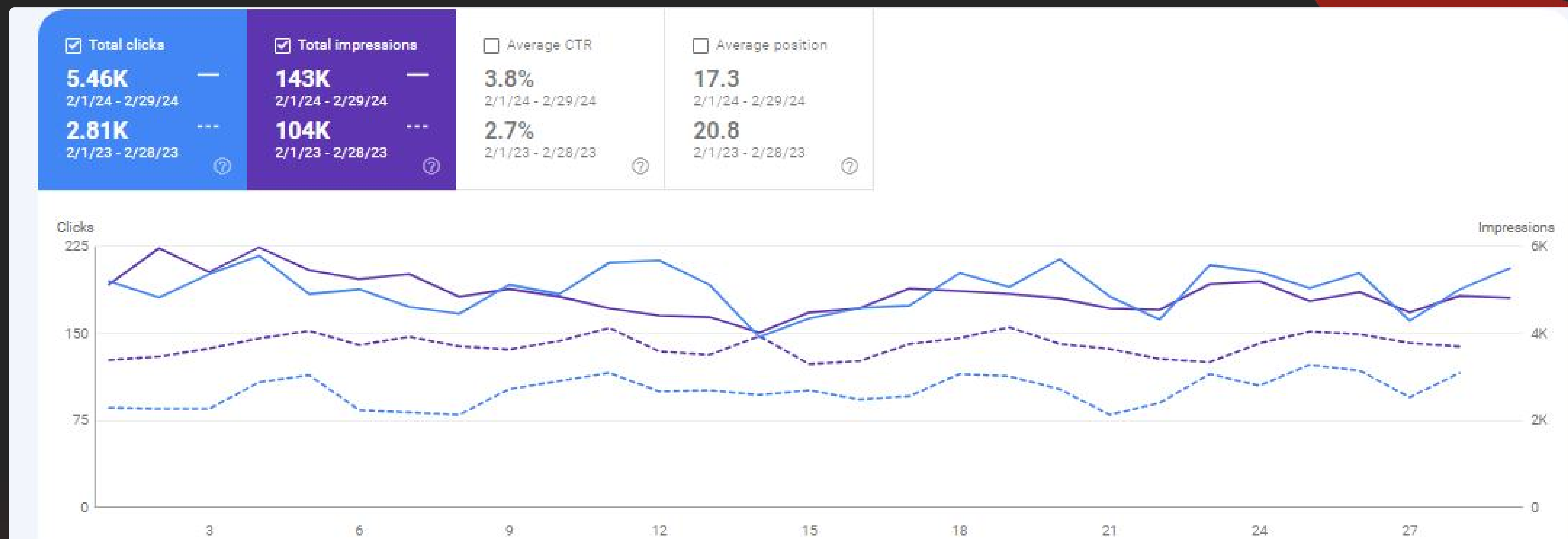


Post-optimization, the GTmetrix reports painted a vastly different picture. We observed substantial reductions in page loading times, with key metrics like Largest Contentful Paint (LCP) and Total Blocking Time (TBT) showing significant improvements. These enhancements are indicative of a faster, more responsive site that meets and exceeds the modern web user's expectations for speed and efficiency.



Organic Traffic Growth

Google Search Console data provided tangible evidence of the SEO campaign's success in driving organic traffic. Following the execution of our targeted SEO strategies, the site witnessed a notable increase in organic clicks and impressions—a direct result of improved rankings for key search terms related to murder mystery games and interactive entertainment experiences.



The increase in clicks and impressions signifies not just an enhanced visibility in search engines but also an uptick in user interest and engagement with the content offered by Broadway Murder Mysteries. This growth in organic traffic is a pivotal achievement, contributing directly to the site's overall objectives of attracting a larger audience and increasing conversion opportunities.

Reflection on Achievements

The SEO campaign for Broadway Murder Mysteries stands as a testament to the power of well-executed search engine optimization and website performance tuning. By focusing on the core aspects of SEO, from on-page content optimization to technical backend improvements, and prioritizing a seamless user experience, we have successfully positioned Broadway Murder Mysteries for greater online visibility, engagement, and growth.

The results speak volumes about the effectiveness of our approach, underscoring the importance of a holistic SEO strategy that addresses both the technical and experiential aspects of a website. As we move forward, these achievements lay a strong foundation for continued growth and success in the digital landscape.

[Get Started](#)



Discussion

The success of Broadway Murder Mysteries' SEO strategy highlights the integral role of platform capabilities in supporting SEO initiatives. The case study underscores the value of a holistic approach to SEO, blending technical, content, and design elements.

The discussion delves into the key insights gained throughout the project, such as the interplay between technical SEO and content quality, and the critical impact of user experience on conversion rates.

The business implications are clear—higher organic search visibility leads to increased traffic, improved user engagement, and ultimately, more conversions.



Conclusion

Broadway Murder Mysteries' strategic overhaul of their SEO approach and migration to Shopify led to a marked improvement in their online presence. The project not only enhanced their visibility on search engines but also created a more engaging and user-friendly website, contributing to increased customer satisfaction and business growth.

As SEO is an evolving field, the company plans to continue refining its strategies, keeping pace with the latest trends and technologies, to maintain and extend its market reach.

[Get Started](#)

