

# CASE STUDY

## SEO

CLIENT: The Fashion Network  
INDUSTRY: Fashion Recruiting  
TENURE: 1+ years

The Fashion Network is an executive fashion recruiting firm based in New York that has been servicing the fashion and retail industries in NYC for over a decade, with clients including Steve Madden and other high-end retail brands.



## CHALLENGE

The Fashion Network was doing SEO for some time, but gained little traction. The company had no first page rankings for any of its top keywords or much of a content strategy. So they turned to National Positions to help them build their organic presence with a dynamic Search and Content Marketing campaign.

## STRATEGY

We designed and executed an SEO campaign that focused on the creation and promotion of fresh onsite content as well as the management of an active social presence on platforms like Google+ in order to drive traffic and improve rankings.

## RESULTS

Within 6 months, their rankings were completely transformed. They now have

**1<sup>ST</sup> page rankings**  
for top keywords

