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Case Study: MSN HomeCare Search Magnet Local

MSN Medical Staffing Network is one of the largest Allied Staffing agencies in the country. ArcWin Media began working with their MSN Home Care division in March of 2010. When we first began working with them they had no search presence on the first 10 pages of Google or Yahoo. Our first step was to generate a local presence in 10 of their Texas markets. We started with our Search Magnet Local business directory site which provided each location with a micro site giving visitors detail information regarding their company and services. Search Magnet Local provides web 2.0 technologies such as “send to cell phone”, “bookmark this page”, “social media links” and “refer a friend”. In addition the site is built to be Google friendly and is submitted to over 53 search engines, directories and navigational platforms monthly.

The 10 sites went live on March 24th with Meta tags and various relevant keywords programmed. All copy was carefully written to include keywords that we were interested in capturing traffic from. Within 3 weeks we had positioned 6 of their 10 sites in the top 5 positions on Google and Yahoo under 7 of the keywords we targeted. These results are not typical. It usually takes 3 cycles or 3 months before the Search Magnet Local site begins to show rankings. This unusually quick ranking is due to medium size markets in addition to new back end programming that allow us to optimize all pages such as document libraries, photo galleries, testimonials, staffing profiles, service locations and videos.