



# Matthew Hoffman



## Background

Matthew Hoffman is an American television personality, host, Broadway investor and narrator. He is best known for being the narrator and co-writer of Love Island USA on CBS and Netflix and Laid Bare on Paramount+.

## Goal

Increase visibility and awareness for Matthew Hoffman on Google.

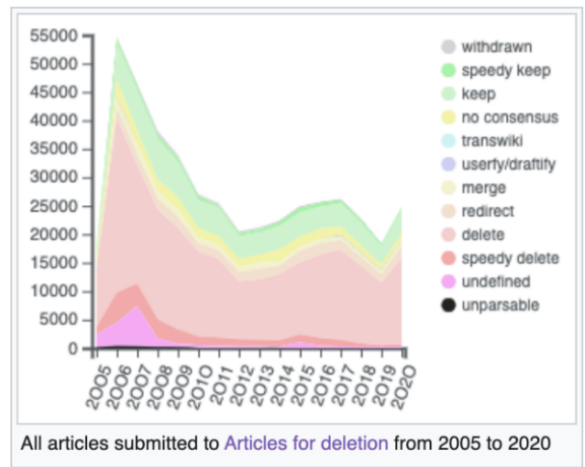
# Challenge

Brand image and exposure play a vital role especially when your personal name is your brand. Matthew, unfortunately, has the same name as an American serial killer whose rankings overwhelmed search results, making it difficult to compete with searches for “Matthew Hoffman”.

# Results

Maison Digital partnered with Matthew on developing a Wikipedia page, the most effective way to compete for “Matthew Hoffman” searches. Positioning Matthew’s Wikipedia page at the top of the results page would provide the visibility to distinguish Matthew’s brand from the serial killer.

Matthew’s Wikipedia now ranks in position number two for the “matthew hoffman” search term, which is a query searched over 60,000 times per month. His other branding channels, such as social media and Google image search, have improved in rank as well.



Google search for "matthew hoffman" showing results from Wikipedia. The search volume is 49,500/mo, CPC is \$0.30, and competition is 0. The results show about 22,900,000 results in 0.47 seconds. The top result is "Matthew Hoffman (murderer) - Wikipedia" with a URL: [https://en.wikipedia.org/wiki/Matthew\\_Hoffman\\_\(murderer\)](https://en.wikipedia.org/wiki/Matthew_Hoffman_(murderer)). The snippet includes: "Matthew Hoffman (murderer); (1980-11-01) November 1, 1980 (age 41). Mount Vernon, Ohio, U.S. · Aggravated murder (x3) · Life imprisonment without parole. Victims: 3 murdered, 1 kidnapped and raped State(s): Ohio Criminal penalty: Life imprisonment without parole Conviction(s): Aggravated murder (x3) MOZ DA: 98/100 (+0%) Ref Dom: 6.88M Ref Links: 5.19B Spam Score: 9%". Below the result is a "People also ask" section with questions like "What did Matthew Hoffman do to Sarah Maynard?", "Where is Matthew Hoffman now?", "Who is the male announcer on Love Island?", and "What happened to Tina Herrman?".

Google search for "matthew hoffman" showing results from Wikipedia. The search volume is 60,500/mo, CPC is \$0.00, and competition is 0. The results show about 26,800,000 results in 0.49 seconds. The top result is "Matthew Hoffman (murderer) - Wikipedia" with a URL: [https://en.wikipedia.org/wiki/Matthew\\_Hoffman\\_\(murderer\)](https://en.wikipedia.org/wiki/Matthew_Hoffman_(murderer)). The snippet includes: "Matthew J. Hoffman (born November 1, 1980) is an American convicted murderer known for the triple murder of Tina Herrmann, Kody Maynard, and Stephanie ... MOZ DA: 98/100 (+0%) Ref Dom: 6.97M Ref Links: 5.67B Spam Score: 9% Show backlinks Search traffic (us): 2900/mo (website: 2.52B/mo) - Keywords (us): 50 (website: 33.10M)". Below the result is a "People also ask" section with questions like "What happened to Matthew Hoffman?", "Who is Matt Hoffman married to?", "Where is Matthew Hoffman Love Island from?", and "What happened to Tina Herrmann?".

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