



A SEARCH ENGINE OPTIMIZATION CONSUMER PRODUCT GOODS CASE STUDY

THE OPPORTUNITY

A manufacturing company wanted to increase their search rankings listing. The goals were to achieve better rankings in search engines for selected keywords. The client wanted more targeted organic web traffic and ultimately more leads and increased sales of their network equipment.

THE STRATEGY

We collaborated closely with the client researching keywords with high search volume, and identified keywords that had a strong likelihood of bringing targeted traffic to their website. We then implemented changes to the client’s website through their CMS (Content Management System) to make specific pages more relevant for target keywords. We then initiated a high-quality inbound linking program designed to build inbound links to designated pages with targeted keywords used as the “anchor text of the links.” Links included web directories, press releases, social bookmarks, blog postings and more.

THE RESULTS

Keyword	20-Jan	18-Feb	15-Mar	4-May	1-Jun	1-Jul	2-Aug
10 Gigabit Ethernet Switch	49	6	7	40	9	10	7
10G Ethernet	34	27	9	6	2	6	2
10G Switch	18	14	13	7	2	4	3
10G Switches	12	9	6	7	6	6	3
10Gb Ethernet	16	11	11	5	5	5	2
10GbE	36	65	51	14	17	9	4
10GbE Switches	71	47	37	30	26	12	10
Deterministic Latency	22	16	12	4	3	7	1
Embedded switch	-	22	6	31	4	6	2
Embedded switches	53	9	3	14	12	11	8
Enterprise data center	66	1	1	1	1	1	1
Ethernet Switch	85	74	30	8	10	12	7
Ethernet Switches	84	85	35	8	8	10	7
Ethernet Transceiver	77	19	17	7	9	7	7
Ethernet Transceivers	56	23	20	7	7	7	8

- Indicates Page One Ranking
- Indicates Page Two Ranking

KEY RESULTS



↑ **61.2%**
INCREASE IN NEW VISITS
54,692 Visits

163,003
PAGEVIEWS



54,692
NEW VISITS

