

Case Study: SEO for NetSuite powered Ecommerce Site (June 2008)

Client: www.absolutemed.com

Problem: Ecommerce site with poor search rankings

Product Line: Retailer of used/refurbished medical equipment



Campaign Result:

Client experienced 220% sales growth with hundreds of new keyword rankings

Our Challenges (Pre-Optimization):

AbsoluteMed.com came to us after 2 SEO firms failed to deliver higher keyword rankings and more visibility online. Their content and product links were incorrectly formatted thus preventing them from being indexed successfully in Google, Yahoo or MSN. The client wanted high rankings for their core product line as well as highly competitive keywords like “used medical equipment” or “ekg machines”. We faced these challenges:

- No first page rankings for top or even long-tail (multi-word) keyword phrases
- Content was stale and site had been poorly optimized with outdated and ineffective SEO tactics
- Product links used SKU numbers instead of product names, causing severe indexing issues
- Not enough backlinks from other web sites or web directories pointing to their site

Our Strategy to Maximize Search Engine Keyword Rankings:

- Reformat product links to contain keyword rich product names
- Perform keyword research and analysis to identify new search phrases to target
- Implement a keyword-rich ongoing content creation strategy (blog, articles, press releases)
- Reconfigure HTML and CSS (ie. title and meta tags, headers and graphics including alt titles)
- Overhaul of anchor text linking strategy to create content funnels for search engine spiders
- Aggressive link building campaign with web directory submissions, and targeted 3rd party links

Our Results

Post-Optimization: Since October 2007, AbsoluteMed.com has seen a dramatic increase of performance in three key areas: keyword rankings, link popularity, and sales conversions.

Keyword Rankings: AbsoluteMed now has Page #1 rankings for hundreds of key phrases.

Link Building/Link Popularity: By targeting niche directories and contextually related sites, AbsoluteMed.com increased their Web presence and search engine traffic.

Conversions: Most significantly, AbsoluteMed.com has experienced a 220% increase in sales from search engine traffic since their site was properly optimized.



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