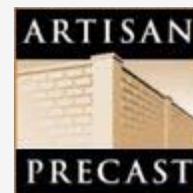


Case Study: SEO for Concrete Fence Manufacturer (July 2008)

Client: www.ArtisanPrecast.com

Product Line: Manufacturer of precast concrete walls and fences

Problem: Low PPC Conversion rates (CTR) and no first page SEO rankings



Campaign Result:

Client CTR improved by 1020% and obtained first page rankings for ALL main keywords

Our Challenges (Pre-Optimization):

ArtisanPrecast was under new ownership (less than a year) with very little exposure of their wood fence alternative products online. Their product line of precast concrete fencing and concrete wall systems are used as perimeter walls, sound barriers, screening walls, equestrian fencing and as retaining walls. They wanted to start a web-based branding campaign to raise overall awareness of their Web site and services and to attract specifically engineers, architects, developers, contractors and public utilities. Their staff was not very web savvy and they were wasting thousands of dollars per month on PPC ads with very poor CTR performance.

Our Strategy to Maximize Search Engine Keyword Rankings:

Together, we set goals for the site: generate higher quality “more targeted” traffic, identify and improve search engine rankings for relevant search terms, and optimize their Pay-Per-Click campaigns. We redesigned the site and installed a content management system (www.WebCart.net) with search engine friendly links. We built a Sitewide Campaign Analysis to find keywords to target, and what order of events to follow for these processes:

- Implementing “ordered sourced HTML” to position keyword rich content at the top of every web page
- Rewriting copy to improve “readability”, contextual power and index quality of targeted keywords.
- Submit to web directories and other 3rd party sites and do a linking campaign to drive targeted traffic
- Adding Google Analytics to track sources of visitors and interactions on the site

Our Tactics:

Providing a detailed analytics report including a weekly traffic report, user paths, exit rates, conversion monitoring and statistics, and ranking reports. Plus, information on keywords and a search engine referral breakdown as well as a comparison of traffic via Organic rankings vs PPC. By monitoring results and measuring success, we were able to make changes and do optimization based on user traffic and needs. We also did keyword research, developing additional ideas for keywords to target with new content pages.

Results:

- Unique visitors and search engine referrals both increased by over 100%.
- Site traffic increased by 27% in one month.
- Unique visitors rose from 7,646 pre-optimization to over 29,000 by August 2005
- Search terms used went from 3,200 to 6,000
- Incoming links pointing to their site increased from 50 links to over 2,000
- CTR rate on their pay-per-click campaign went from .5 to over 5% (an increase of over 1000%).
- Top performing keywords include: “precast concrete fence,” “concrete walls,” “concrete forms”



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