

Case Study: Traffic Strategy for Mail Order Cake Company (August 2008)

Client: www.GrandpasCoffeeCakes.com

Product Line: Coffee cakes in 14 flavors and sizes

Problem: New ecommerce site with no web presence or search rankings

Campaign Result:

Client obtained first page rankings for top generic keywords like “coffee cakes”

Our Challenges (Pre-Optimization):

- Site not being indexed by the search engines
- Site not optimized for keywords
- Improper navigation/broken links
- No keyword rankings in the search engines
- Product links were sku based without keyword rich anchor text

Our Strategy to Maximize Search Engine Keyword Rankings:

- Replace shopping cart software with search engine optimized platform (WebCart©)
- Optimize site content, tags, graphics with CSS instead of static HTML pages
- Replace JavaScript links with text-based navigation links
- Implement aggressive link building strategy for 3rd party backlinks
- Add keyword-rich pages inside “content funnels” for semantic indexing.
- Add customer reviews to supplement content creation

Results:

- Lead generation up 4,000%
- Link popularity up (800+ backlinks generated in first 5 months of campaign)

Targeted Keywords	Rankings in Google 4/1/08	Rankings in Google 9/1/08
Coffee cakes		
Walnut coffee cake		
Blueberry coffee cake		



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