

Vidushi InfoTech SSP Limited



**VIDUSHI** Infotech  
Software Solutions Provider

# SEO Case Study & SEO Strategies

SEO Case Study by Vidushi InfoTech

Bharati Taneja

10



**VIDUSHI** Infotech  
Software Solutions Provider



## SEO Case Study & SEO Strategies



## TABLE OF CONTENTS

<b>Title</b>	<b>Page No</b>
<i>Executive Summary</i>	3
What is SEO?	4
The Increasing Relevance of Online Search	4
<i>Search Engine Optimization (SEO)</i>	5
<i>SEO and SEM in the Future</i>	5
Why is SEO Important?	6
Case Study	7



## Vidushi InfoTech Search Engine Optimization Report

### *Executive Summary*

In a competitive business environment, understanding who your target market is where they are visiting online and what their search patterns are can mean the difference between playing the game and sitting on the sidelines. This report has been formulated to provide you the market intelligence to change the direction in your game strategy if need be, or to identify new opportunities and directions to increase your business profitability.

The key is to leverage this competitive advantage and deliver what the customer wants, in the right quantities, and at the right locations. This report has been created using marketing intelligence captured by a panel of researchers online.

The following is an analysis of your current website based on current search volume. If your website doesn't capture enough traffic for significant results at this time, we will analyze your competitor's website.

***This Search Engine Optimization Report will help refine your online marketing strategy as well as identify existing opportunities for your company.***

## WHAT IS SEO?

*Search Engine Optimization is the technology, methodology and Science of increasing website visibility of major search properties using strategically defined key phrases that apply to your products, services and website.*

### ***The Increasing Relevance of Online Search***

Anybody who has followed the American financial markets over the past few years will be aware of the meteoric rise of Google's equity since its IPO in August 2004. Over a two Year period the price for one share of Google has moved from its



initial price of around \$100/share, to the point where it commands close to \$375/share. This growth in equity value translates into a compounded average annual return of around 93%!

The explosive return of Google's equity over the past two years illustrates the growth in online search. Unlike Yahoo and Microsoft, who both have a variety of significant revenue streams, Google draws its revenue almost exclusively from search based advertising revenues. The explosive returns of Google equity therefore can be showed as an effective proxy for the strong growth and awesome potential of the search marketing business.

### ***Search Engine Optimization (SEO)***

Search Engine Optimization (SEO) is the service that attempts to optimize a particular websites natural search listings for search keywords and keyword phrases where value can be generated. SEO is generally provided via a combination of different activities including, but not exclusive to, creating an online experience which is meaningful for the end user, (re)architecting web sites to make them easy for search engines to index, creation of customized landing pages for a particular keyword(s), optimizing website content through the insertion of key words and phrases, developing link partnerships with outside parties who have related content and submitting keywords directly to search engines. These activities improve the scoring of the optimized web site on the search engine's 'natural' search algorithm and therefore improve the websites standing in the search engine's 'natural' search results.

### ***SEO and SEM in the Future***

As time goes on though owners of websites marketing themselves via PPC will find themselves victims of the increasing popularity of PPC. As more and more organizations go to market via PPC, the number of participants auctioning for a particular keyword will increase. In this scenario the present top bidders for a keyword will have to keep increasing their bids to maintain their position in the PPC listings. This in turn will decrease the value that the winning bidder will get from a click through and increase the chances of a 'winner's curse'. The search engines might be able to develop some value added tools, such as Google's



recently released e-commerce applications for PPC customers that could increase the value of the auctioned keyword and stave off customer value erosion, but the initial value these tools will generate for end users will also eventually disappear as it is gobbled up by higher bids. In this scenario, owners of online assets will need to look elsewhere to maintain expected profitability levels. At this point it is likely that the market for SEO services will experience accelerated growth, as the perceived greater risk on the return of SEO services will be offset by its ever increasing potential to provide a greater return in the face of declining PPC decrease.

An interesting contrast here is that, assuming a particular set of online assets provides high value to search engine end users, those online assets, assuming they are optimized for ‘natural’ search results, are less likely to have to deal with the diminishing returns that will occur over time with PPC. This is so because **high value optimization** of a website impacts the natural search results for as long as the website content is relevant to end users therefore providing results which are not limited to any particular moment in time.

In fact SEO provides a first mover advantage as those companies who incorporate high value SEO services first will be able to take advantage of a snowball effect as the power of certain optimization activities such as a reciprocal linking program will grow exponentially over time. In the case of reciprocal linking this growth will occur as the website and its linking partners continue to build linking relationships across the World Wide Web. According to a recent survey conducted by Frost & Sullivan, only 27% of Fortune 1000 customers currently use SEO. This indicates that an early mover advantage, if not a first mover advantage can be gained in many markets.

***SEARCH ENGINE OPTIMIZATION IS A COMMUNICATIONS PLAN FOR SEARCH ENGINES SO A WEBSITE CAN BE FOUND DURING A RELEVANT SEARCH ENGINE ENQUIRY.***



## Why is SEO Important?

According to Nielsen over 75% of consumers use a search engine to find information about products and suppliers. For many businesses, up to 50% of new traffic is sourced from a search engine.

However, most of the traffic tends to go to the top ranking websites for any specific search term. Click through rates for a number 1 ranking are typically 40% falling to 15% for a number 3 ranking. A recent study showed that most consumers will modify their search query if a suitable listing is not found within the first Search Engine Results Page (SERP).

Generating traffic requires term-discovery which in turn requires high ranking within search engines. Search Engine Optimization provides the steps to achieve a top ranking for any given search term.

## Case Study

During past eight years of experience in Web Development and promoting clients website on internet, Our Internet marketing specialists have learned the search engine optimization techniques that work. We offer incomparable services, first - class products and impeccable and cost-effective solutions. We've had ongoing success generating website traffic to client websites through SEO and SMO optimization services for a complete search engine positioning and conversion strategy.

Vidushi InfoTech's main **business goals are to attract new and retain existing customers for our client's website.**

## WEBSITE ANALYSIS

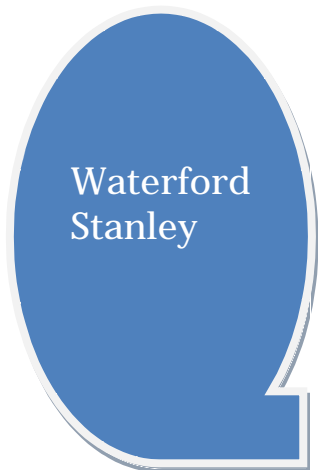
### Waterford Stanley SEO Case Study



**URL:** <http://www.waterfordstanley.com/>

**Services:** keyword research, initial optimization and ongoing SEO

**Business Details:** Waterford Stanley supply a large range of Stoves and Range Cookers in Ireland including: Multi fuel Stoves, Electric Stoves, Oil Stoves, Pellet Stoves, Cast Iron Range Cookers, Stanley Supreme Range Cooker, Rayburn Range Cookers.



Page Rank: 2

Indexed Pages: 100

Domain Age: March 26, 1998

Robots.txt File: No

Duplicated & Non Optimized Tags



## The Challenge

What do you do when you're in an increasingly competitive market niche and have a great new website but not enough online traffic? We can tell you what Waterford Stanley supply a large range of Stoves and Range Cookers in Ireland did - they turned to us for Search Engine Optimization.

Their site was essentially un-optimized when we started SEO. The challenge was to achieve high rankings on the major Search Engines for their targeted keywords. These keywords were highly competitive and highly searched key terms. The site had the following issues:

- Low link popularity and search engine saturation (pages indexed in the search engines)
- Not enough conversion points
- Low or no rankings for keywords that searchers might use to find their site

Effective search engine optimization could help the company capture the global market, a challenge that Traffic embraced with a smile.

## The Strategy

In Waterford Stanley project, Vidushi followed one strategy ensuring long-term and sustainable results. In its pre-optimization phase, Vidushi SEO specialists checked the sites for their SEO compatibility, user friendliness, and other on-page optimization loopholes. In their initial report about the projects, Vidushi experts gave their feedback on the sites' design and their coherency with our bespoke SEO plan for the client. The report also contained recommendations for some essential design changes and content usage and placement. After making sure that all the recommended changes have been applied to the sites by the client, our team started the work on the campaign that they had specially tailored for each project based on the nature of business and the latest trends in the industry.



Some of the services that our SEO plan had in common for Waterford Stanley are as follows:

- Competitive Analysis
- Keyword Analysis and Recommendations
- Website Architecture Recommendations
- SEO content writing
- 301 Redirecting/.htaccess file optimization
- Error page validation
- Broken link/broken image testing
- Optimizing robots.txt
- Static and XML sitemap optimization
- Title & meta tag optimization
- Alternative "ALT" attribute inclusion
- HTML/CSS validation
- Heading inclusion/optimization
- Keyword density validation
- Link Building/Paid Inclusion/Link-Building
- Link Building, Blog & RSS Suggestions
- Social Media Optimization
- Post-Analytics Consulting
- SEM Account Management
- Blog Writing
- Search Engine Ranking Report
- Website Analytics

## The Results

- Within the first 3 months of the campaign, the website started coming in rankings on major Search Engines, including Google and MSN. This was due to the addition of unique Title, Meta Description and Keyword Tags to the website pages.
- In a period of 1 year, the website saw an increase of 1000% in website traffic.
- The Waterford Stanley website was getting only 100-300 unique visitors at the beginning of 2009. By August 2009, they started getting more than



1000-3000 unique visitors every day, which is an increase of more than 10 times.

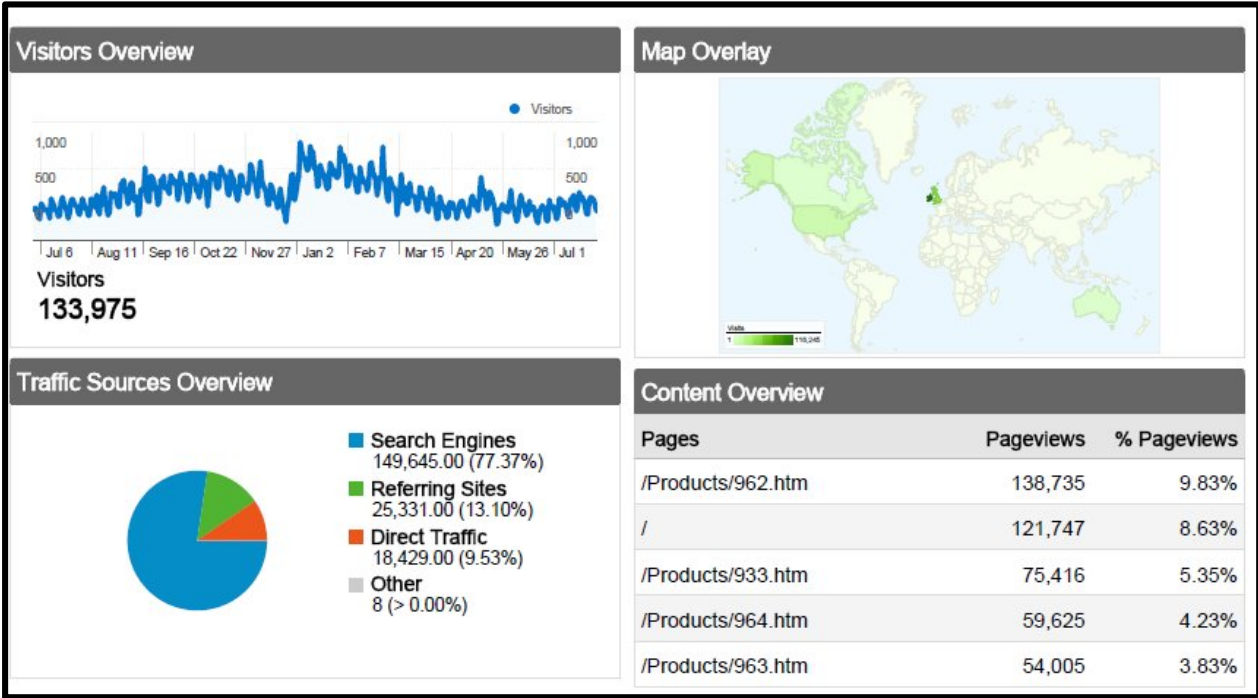
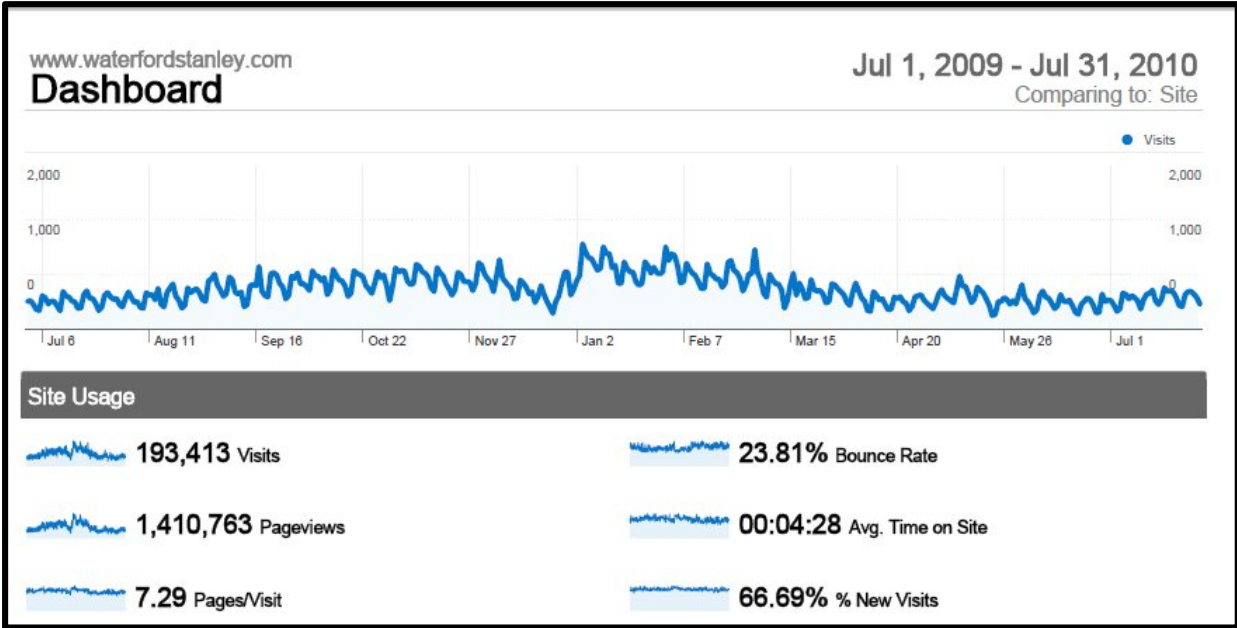
- The website has also seen an increase in the number of online product bookings started increasing from the first 3 months!
- The website dominates the Top-10 positions for various popular keywords and phrases in major search engines including Google. The website is now competing with the top websites related to the room heating, central heating system, solid fuel stoves and cooker industry for Ireland and United State.

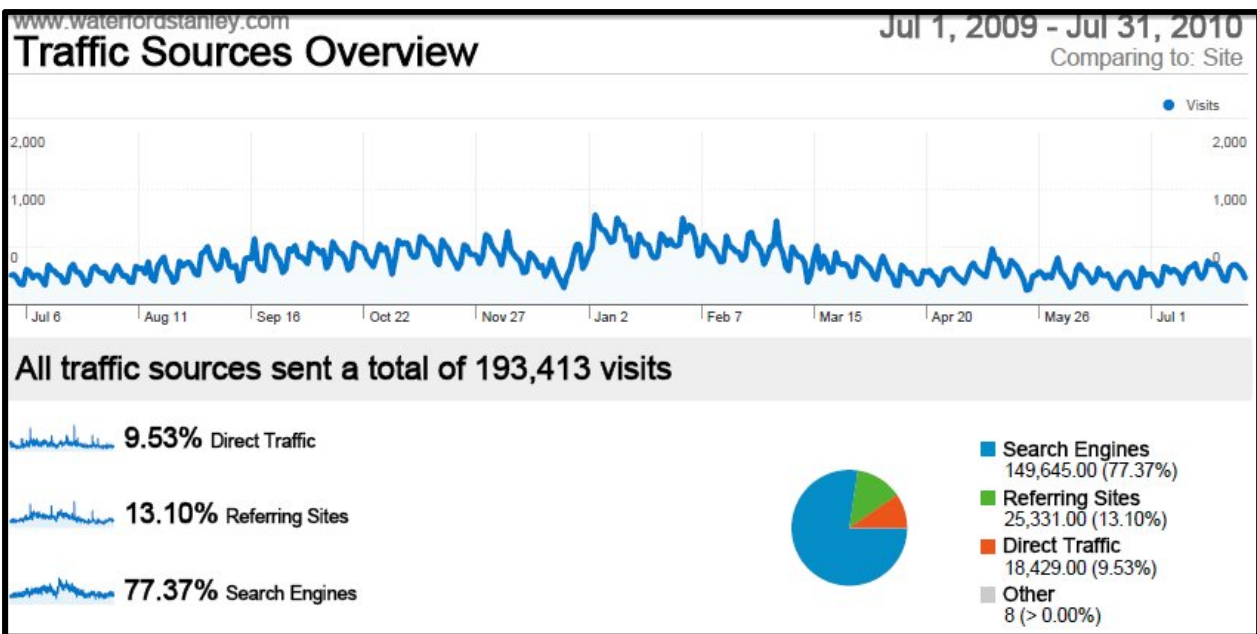
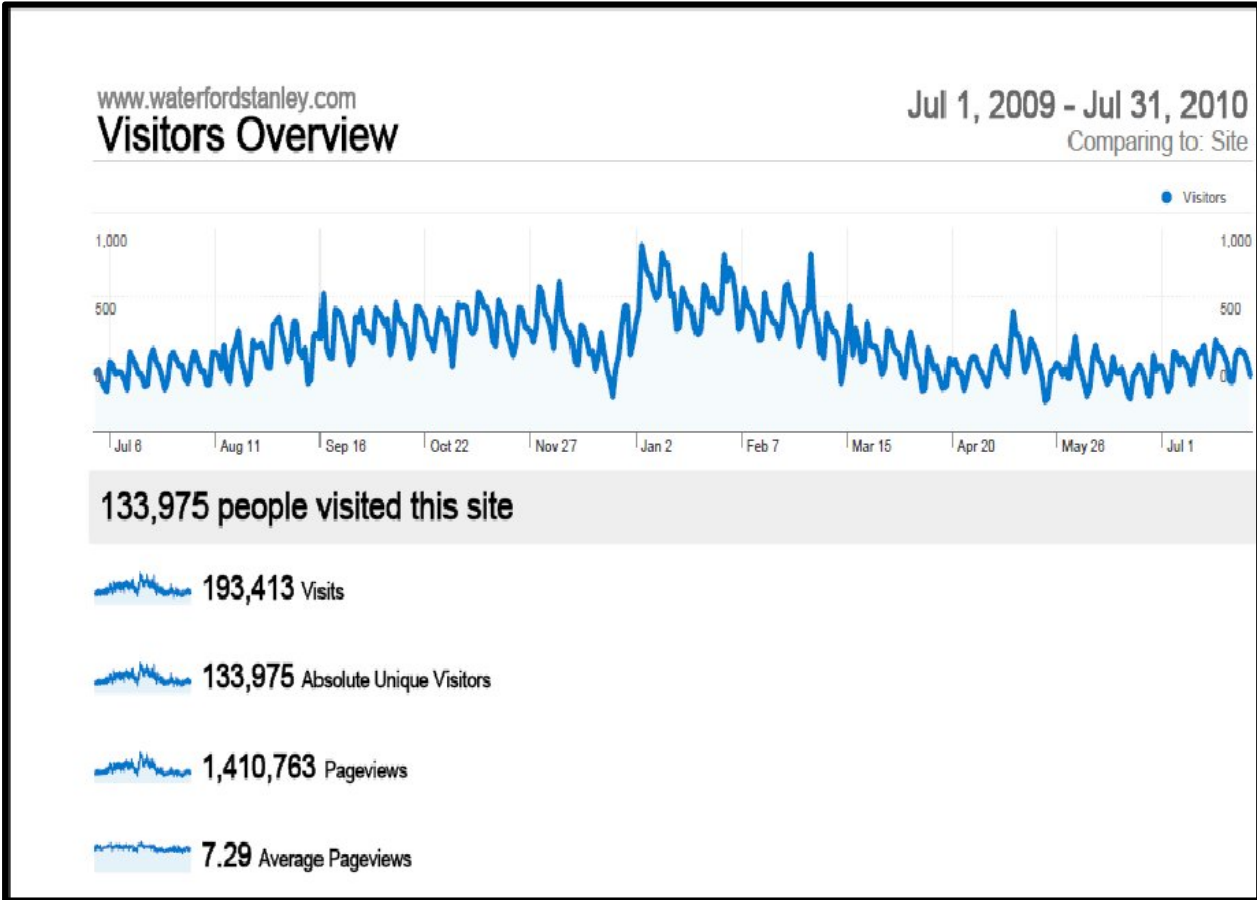
## Keyword Ranking:

<b>Keyword</b>	<b>Google Rankings Before SEO</b>	<b>Google Rankings After SEO</b>	<b>Page in Google After SEO</b>
Solid Fuel Cookers	Not in Top 100	1	1
Stoves	Not in Top 100	1	1
Oil Range Cooker	Not in Top 100	1	1
Stove Brands Ireland	Not in Top 100	1	1
Range Cooker Models	Not in Top 100	1	1
Solid Fuel Stoves	Not in Top 100	2	1
Stove	Not in Top 100	2	1
Solid Fuel Stoves Ireland	Not in Top 100	2	1
Multi-Fuel Stoves	Not in Top 100	5	1
Stoves Ireland	Not in Top 100	2-3	1



# Website Traffic







Top Traffic Sources					
Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)	134,131	69.35%	stanley stoves	19,763	13.21%
(direct) ((none))	18,429	9.53%	waterford stanley	13,996	9.35%
yahoo (organic)	6,222	3.22%	stanley cookers	6,122	4.09%
bing (organic)	4,741	2.45%	stanley	3,519	2.35%

**THAT'S WHAT SEO IS ALL ABOUT!**

**CONTACT US TODAY AND BECOME A HIGH RANKINGS  
SUCCESS STORY!**

---

