



## Search Engine Optimization (SEO) Case Study –

**Client:** Accountnet, Inc. is an authorized Microsoft Gold partner for Microsoft Dynamics. Accountnet was incorporated in 1996 to offer a centralized solution to customers based in Manhattan.

**Category:** Accounting Software

**SEO Challenge:** The defined goal of this campaign was to improve the search engine rankings for the industry specific keywords and to increase targeted traffic to the website.

**Solution:** In order to achieve this goal we have adopted the following crucial steps:

### *Step 1: Keyword Analysis*

We have completed a targeted keyword analysis for their industries and based on results and analysis of competition, we decided to increase the traffic from the search engines through improved rankings on top level category keywords.

### *Step 2: Page identification*

Here the aim is to magnify and spot the keywords for the specific web pages. This is to assist and place the keywords on the suitable web pages.

### *Step 3: Website Analysis*

Most search engines use automated software robots or spiders to crawl page links within websites, and interpret the pages. However, most websites are created using technologies that make it impossible for search engines to crawl them. If search engines cannot crawl a website, then it will not be indexed or appear in search results. We have created search engine friendly website architecture to improve search engine rankings and site traffic.

## **Step 4 On-Page Optimization**

Website optimization is by far the most important part of search engine promotion. If a website is not properly optimized for content, keywords, etc. then the search engine spiders will not know what to do when it comes to search engine positions. We have provided unique titles, descriptions, keywords, text content, heading, footer for each page of the site.

## **Step 5 Off-Page Optimization**

Off-page optimization refers to factors that have an effect on website or web page listing in natural search results. These factors are off-site in that they are not controlled by the site owner or the coding on web page. We have adopted the following off-page activities:

### **I. Reciprocal Link Building**

Link building is an important part in the search engine optimization process. Thee majority of search engines rate websites based on the number of quality links on the website. We have conducted dedicated linking campaigns to achieve this.

### **II. Directory Submission**

Links from industry directories help to get more quality backlinks to a website, and thus indirectly help to improve the ranking. A good directory listing also helps generate more qualified traffic. We have listed websites into industry directories.

### **III. Profile Listing**

Profile listing is a comprehensive process in which a company's full length profile is submitted to large search engines. It includes the company's fundamental background, history, products and services, along with the purpose of the company. We have submitted this website to leading profile listing websites.

#### IV. Social Book Marking

Social book marking is the practice of saving bookmarks to a public website and "tagging" them with keywords. To create a collection of social bookmarks, we have registered this website with the leading social book marking websites. Social book marking is another tool which helps drive qualified direct traffic to the website.

#### V. Local Marketing

Local search listing enables users to find businesses and services within a specific geographic region. Local traffic denotes visitors, who searched not only for a general key phrase, but also use a geographical term. To obtain local search traffic one needs to have both general keywords and geographical locations on the website.

**Result:** Since Accountnet, Inc. has started using our SEO services; they have increased monthly page views from **3,943** to **8,737** more than **100%**. Through our optimization tactics, we have been very successful in increasing the company's web presence increasing their monthly organic search traffic from **813** to **1,782** more than **100%**. Our link building services have increased the total number of inbound links by more than **400%**. We have also been able to achieve more than 25 TOP ten ranking positions including 11 #1 ranking!

Below is the search engine ranking results we were able to achieve for our client, Accountnet, Inc., in the internet's most popular search engines: **Google, Yahoo and MSN.**

Google search results in the month of November 2008 at google.com 8 TOP 20 positions including 9 TOP 10 positions, 9 TOP 5 positions AND 1 #1 ranking positions.

# Increase Visibility

SEARCH ENGINE OPTIMIZATION



Keywords	Google Nov- 08
solomon software	6
great plains dynamics	4
great plains accounting	4
great plains accounting software	10
great plains software	17
hedge fund accounting software	6
great plains and new york	1
hedge fund software	17
great plains new york	1
solomon accounting software	8
great plains dynamics software	6
solomon accounting	11
solomon accounting system	18
accountnet ny	1
accountnet nyc	1
dynamics accounting software	5
dynamics gp new york	2
great plain dynamics	10
great plains ny	2
hedge fund accounting systems	7
microsoft dynamics great plains	29
soloman accounting software	25
anne claire mcallister	2
anne claire mcallister accountnet	1
dynamics gp new jersey	1
dynamics great plains	13
dynamics new york	2
dynamics sl training new york	1
dynamics sl vs dynamics gp	1
Dynamics Great Plains new jersey	1
Dynamics software	29
Great Plains New york	1
Great plains software New york	1
Solomon software new york	1
Great plains new jersey	1
Accounting software new york	4
Dynamics SL	10
Microsoft Dynamics GP New	2

# Increase Visibility

SEARCH ENGINE OPTIMIZATION

York	
Great Plains Dynamics New York	1
Great Plains Dynamics NY	2

## YAHOO!

Keywords	Google Nov- 08
accountnet ny	1
accountnet nyc	1
anne claire mcallister accountnet	1
anne claire mcallister	2
dynamics sl training new york	2
Solomon software new york	2
dynamics gp new jersey	4
Great plains software New york	4
Great Plains Dynamics New York	5
Great Plains Dynamics NY	5
Dynamics Great Plains new jersey	6
Microsoft Dynamics GP New York	6
dynamics gp new york	7
great plains and new york	11
great plains new york	11
dynamics new york	11
Great Plains New york	11
great plains accounting software	12
solomon accounting	15
Financial software new York	15
great plains accounting	16
solomon accounting software	16
dynamics sl vs dynamics gp	16
Dynamics SL	18
great plains dynamics software	20

Accounting software new york	20
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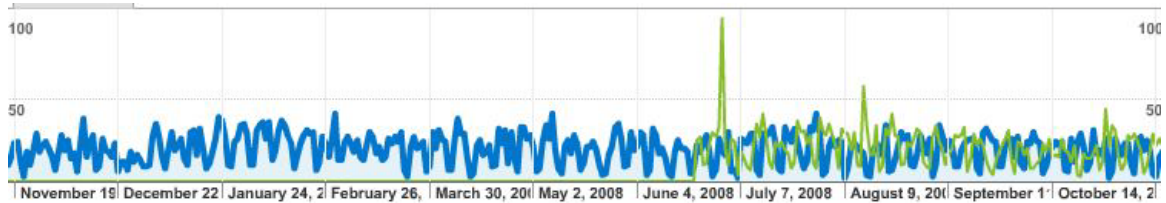


Keywords	Google Nov- 08
great plains and new york	1
great plains new york	1
accountnet ny	1
dynamics gp new york	1
anne claire mcallister	1
anne claire mcallister accountnet	1
dynamics gp new jersey	1
dynamics new york	1
Dynamics Great Plains new jersey	1
Great Plains New york	1
Great plains software New york	1
Solomon software new york	1
Great plains new jersey	1
Microsoft Dynamics GP New York	1
Great Plains Dynamics New York	1
dynamics accounting software	2
dynamics sl training new york	2
Accounting software new york	2
Great Plains Dynamics NY	2
great plains accounting software	4
great plains dynamics software	4
great plain dynamics	4
great plains dynamics	5
Dynamics SL	5
great plains accounting	6
great plains ny	6
great plains software	10
dynamics great plains	10

# Increase Visibility

SEARCH ENGINE OPTIMIZATION

hedge fund accounting software	11
solomon accounting software	11
microsoft dynamics great plains	11
soloman accounting software	11
gp dynamics	14



## Site Usage



**7,203 Visits**

Previous: 3,148 (+128.81%)



**84.48% Bounce Rate**

Previous: 83.70% (+0.93%)



**8,737 Pageviews**

Previous: 3,943 (+121.58%)



**00:00:42 Avg. Time on Site**

Previous: 00:00:58 (-27.69%)



**1.21 Pages/Visit**

Previous: 1.25 (-3.16%)



**81.06% % New Visits**

Previous: 82.24% (-1.43%)

**Client Testimonials about our Search Engine Promotion and Optimization Services:**