



Search Engine Optimization (SEO) Case Study – Paulservice.com

Client: Paul's Washer & Dryer Repair Service is a family-owned and family-run appliance business. Their specialty is front loading washers and dryers, but they also repair all makes, models and brands. They sell new machines and installation and delivery are free.

Category: Washer & Dryer Repair Service

SEO Challenge: The goal for this campaign was to increase the search engine rankings for industry specific keywords and the traffic to the Paulservice.com website.

Solution: In order to achieve our goal we adopted the following steps:

Step 1: Keyword Analysis

We completed a targeted keyword analysis for their industry, and based on the results and analysis of the competition, determined to try to increase the traffic from the search engines through improved rankings.

Step 2: Page Identification

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 the page links within websites and interpret the pages. Many websites are created using technologies that make it impossible for search engines to crawl. 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., the search engine spiders will not know what to do with the website. 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 web site or web page listings in natural search results. These factors are off-site, in that they are not controlled by site owner or the coding on web page. We have adopted following off-page activities:

I. Reciprocal Link Building

Link building is an important part in search engine optimization process. As the majority of search engines rate website by relying on the number of quality links on the website, it is necessary to have quality, relevant links. We have conducted a dedicated linking campaign for link building.

II. Directory Submission

Links from industry directories help generate more quality backlinks to the website and thus indirectly help to improve the rankings. A good directory listing also helps generate more qualified traffic website. We list your website into industry directories.

III. Social Bookmarking

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

IV Local Marketing

Local Search listing enables users to find businesses and services within a specific geographic region. We add our site to Local Marketing sites. Local traffic denotes visitors, who searched not only for a general key phrase, but also use a geographical term. From this, it can be easily assumed that to get local search traffic, you need to have both the general keywords and geographical locations on your site.

Increase Visibility

SEARCH ENGINE OPTIMIZATION

Result: Since Paulservice.com has started using our SEO services, they have increased yearly pageviews from **8,171** to **19,315**- 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 **6,932** to **16,567** more than **100%**. Our link building services have increased the total number of inbound links by more than **150%**. We also have been able to achieve 11 TOP twenty ranking positions including 6 #1 PAGE ranking!

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

Google search results in the month of March 09 at google.com 11 TOP 20 positions including 6 TOP 10 positions.



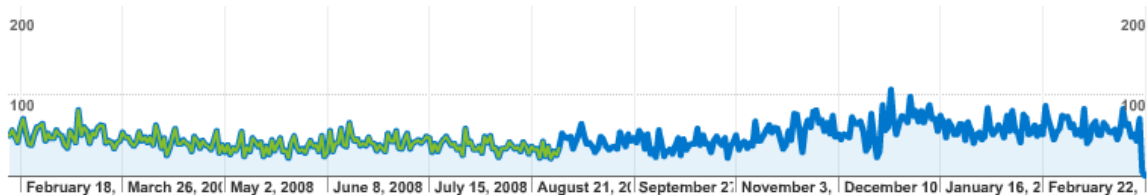
Keyword	Google Nov-08
Whirlpool dryer repair	11
Kenmore washer repair	13
whirlpool washer repair	17
Commercial washer and dryer	20
Appliance repair Los angeles	7
Washer and dryer repair	3
dryer repair Las vegas	4
Las Vegas washer repair	8
Kenmore dryer repair	14
Maytag washer repair	10
Maytag dryer repair	10



Keyword	Yahoo Nov-08
Washer and dryer repair	11
dryer repair Las vegas	10
Las Vegas washer repair	8



Keyword	MSN Nov-08
Whirlpool dryer repair	10
Kenmore washer repair	1
whirlpool washer repair	18
clothes dryer repair	11
Commercial washer and dryer	6
Washer and dryer repair	1
dryer repair Las vegas	2
Las Vegas washer repair	3
Kenmore dryer repair	5
Maytag washer repair	15
Maytag dryer repair	7



Site Usage

19,315 Visits
Previous: 8,171 (+136.38%)

55.23% Bounce Rate
Previous: 53.37% (+3.49%)

42,187 Pageviews
Previous: 18,275 (+130.85%)

00:00:51 Avg. Time on Site
Previous: 00:00:52 (-2.08%)

2.18 Pages/Visit
Previous: 2.24 (-2.34%)

93.83% % New Visits
Previous: 94.02% (-0.19%)