

Search Engine Optimization (SEO) Case Study – Penn Scale Mfg. Co.

Client: Penn Scale Mfg. Co. manufactures scales and scoops, since 1923. Penn Scale has long been regarded as the benchmark for the mechanical scale industry, having earned that reputation by producing a durable, dependable and accurate line of scales and scoops.

Category: **Business - Industrial-Goods-and-Services**

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

Solution: In order to achieve this goal we adopted 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, we 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 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 website 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 of the 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 relevant, quality links. We have conducted a dedicated linking campaign for the link building.

II. Shopping Feed

Shopping feeds include correct categorization across all shopping engines, bidding at the product level, competitor product price comparisons and detailed revenue data at the product level. This allows for quick and intelligent product price updates and experienced account managers to optimize your campaigns.

III. Directory Submission

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

IV. Social Bookmarking

Social bookmarking 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 bookmarking websites. Social bookmarking is another tool which helps to drive qualified direct traffic to the website.

Result:

Since Pennscale.com has been using our SEO services, they have increased pageviews as compared in last five month from **14,533 to 18,345** more than **20%**. Through our optimization

tactics, we have been very successful in increasing the company's web presence increasing their five monthly organic search traffic from **3,255** to **4,190** more than **25%**. Our link building services have increased the total number of inbound links by more than **600%**. We have also been able to achieve more than 9 TOP twenty ranking positions including 24 #1 PAGE ranking!

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

Google search results in the month of August 2008 at google.com 31 TOP 20 positions including 16 TOP 10 positions, 6 TOP 5 positions AND 1 #1 ranking positions.



Keyword	Google Nov-08
hanging scales	5
hanging scale	3
penn scale	1
industrial scales	15
balance scales	4
pennsylvania scales	1
digital balance	3
penn scales	1
balance scale	14
digital scale	12
digital hanging scale	11
digital scales	19
pennsylvania scale	4
industrial scale	12
bakers scale	19
digital hanging scales	12
coffee scales	2
scale scoops	1
hanging digital scale	3
bakers scales	6
hanging digital scales	6
industrial digital scales	6

Increase Visibility

SEARCH ENGINE OPTIMIZATION

scale balance	10
industrial hanging scale	3
pennsylvania digital scale	1
bakers balance scale	2
scale scoop	11
hanging scale digital	2
industrial hanging scales	3
industrial scoops	1
kitchen balance scale	2
manufacturing scales	2
cas digital scales	7

YAHOO!

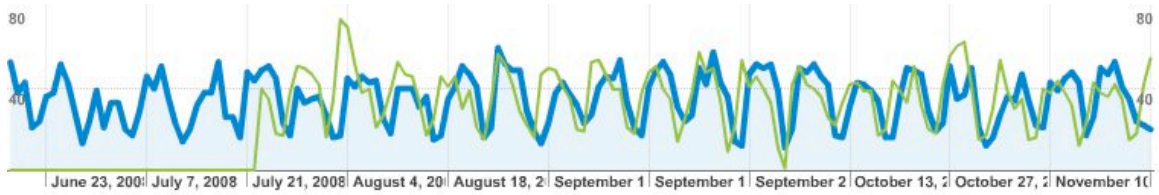
Keyword	Yahoo Nov-08
digital hanging scale	18
digital scales	1
industrial scale	3
digital hanging scales	1
bakers scales	2
hanging digital scales	18
spring scales	1
scale balance	5
pennsylvania digital scale	1
electronic scales	1
scale scoop	8
industrial hanging scales	12
industrial scoops	13
price computing scales	5
cas digital scales	2
electrical scales	18



Keyword	MSN Nov-08
hanging scales	3
hanging scale	3
penn scale	1
industrial scales	4
balance scales	20
pennsylvania scales	6
digital balance	16
penn scales	1
digital hanging scale	1
pennsylvania scale	6
industrial scale	4
bakers scale	1
digital hanging scales	1
coffee scales	16
scale scoops	1
hanging digital scale	2
bakers scales	1
hanging digital scales	2
spring scales	4
industrial digital scales	1
scale balance	4
industrial hanging scale	1
pennsylvania digital scale	1
bakers balance scale	1
scale scoop	1
hanging scale digital	1
industrial hanging scales	1
industrial scoops	6
kitchen balance scale	12

Increase Visibility

SEARCH ENGINE OPTIMIZATION



Site Usage



5,568 Visits

Previous: 4,525 (+23.05%)



18,345 Pageviews

Previous: 14,533 (+26.23%)



3.29 Pages/Visit

Previous: 3.21 (+2.58%)



39.30% Bounce Rate

Previous: 37.90% (+3.68%)



00:01:53 Avg. Time on Site

Previous: 00:01:51 (+1.57%)



86.87% % New Visits

Previous: 86.96% (-0.10%)