

## CASE STUDY FOR SKYCASTERS.COM

**Client:** Skycasters.com  
**Industry:** ISP – Satellite Internet Access  
**URL:** [www.skycasters.com](http://www.skycasters.com)  
**Services:** SEO, Content Writing, and Link Popularity

### Background

Skycasters provides broadband satellite internet access, satellite VPN and mobile satellite internet service to business and home office customers in all 50 U.S. states. Skycasters is the oldest and largest facilities-based DIRECWAY satellite internet access provider, using its own satellite gateways, routers and servers collocated within the Hughes network operations center to provide a true business grade of service.

### Initial Rankings

Skycasters.com Visibility Statistics March 2003				
First Place Rankings: <b>14</b>	Top 5: <b>49</b>	Top 10: <b>82</b>	Top 20: <b>106</b>	Top 30: <b>119</b>
Keywords: <b>19</b>	Engines: <b>19</b>	Same: <b>114</b>	Total: <b>142</b>	

### Goals

Skycasters had some respectable rankings when they contacted SEO Inc. but were not ranked in the Top 10 for any of the 4 most important keyword phrases on Google.

- #38 on Google for primary keyword “satellite internet”
- #8 on Google for “satellite internet access”
- Not ranked in Top 50 on Google for “satellite internet service”
- Not ranked in Top 50 on Google for “satellite internet service provider”

Skycasters were very clear; to achieve top 5 or Top 10 rankings on Google for their primary keywords. All other rankings increases would be considered a bonus.

### Strategy

The strategy that was implemented for Skycasters was to do a complete “themed” optimization of their web site, consulting with their internal web developers to implement additional “search engine friendly” structural elements into the site, and to increase the site’s link popularity.

The Skycasters site was static html but lacked keyword density and most of the optimization elements that SEO Inc. implements in the source code. We started by identifying keywords and assigning the keywords to specific pages in the site. If those pages lacked keyword density to support the keywords, Skycasters would re-write the content on those pages. After these steps were complete, SEO Inc. consulted with their web developers so they could implement the SEO methodology themselves (SEO Inc. wrote all META tags and other proprietary parts of the methodology).

## Accomplishments

This client was extremely pleased with the results of the campaign. They achieved TOP 3 rankings on Google for their 4 most important keywords and the overall rankings statistics have more than tripled. There Top 5 rankings have increased by over 400%.

## Final Rankings

Skycasters.com Visibility Statistics <b>March 2004</b>				
First Place Rankings: <b>48</b>	Top 5: <b>224</b>	Top 10: <b>283</b>	Top 20: <b>347</b>	Top 30: <b>378</b>

Keyword	March 2003	March 2004	
First Place Rankings	14	48	+34
Top 5 Rankings	49	224	+175
Top 10 Rankings	82	283	+201
Top 20 Rankings	106	347	+241
Top 30 Rankings	119	378	+259

## Top Keywords Highlights

- #2 on Google for primary keyword "satellite internet"
- #1 on Google for "satellite internet access"
- #3 on Google for "satellite internet service"
- #2 on Google for "satellite internet service provider"