

CASE STUDY FOR PLASMA TV'S

Industry: Online Plasma & LCD TV Retailer
Services: SEO, Consulting, Content Writing, and Link Popularity

Background

The client was a relatively unknown online “etailer” of name brand plasma and LCD televisions. In addition, the site sold accessories such as mounts and display cases. The brands that they carry include Panasonic, Hitachi, Phillips, JVC, Pioneer, Samsung, NEC, SONY, Toshiba and many more. When this client came to SEO Inc. They had very few rankings and the site was a typical e commerce site which consisted of pages for their brands which had thumbnail pictures linking to simple product pages within their shopping cart and no other content.

Initial Rankings

Visibility Statistics January 2004				
First Place Rankings: 2	Top 5: 6	Top 10: 23	Top 20: 52	Top 30: 70

Goals

This Client came on board with SEO Inc. with the need to get much better visibility on the top search engines for their top industry and branded industry keywords. The web site had been developed by in-house web developers in the asp format. The global site navigation consisted of JavaScript dropdown navigation and only a couple of text links at the bottom of every page. Like most e-commerce sites, the site was dynamic and had a dynamic URL structure, with only a few static html pages. The search engines were not indexing deep into the site. In addition, the site had little to no link popularity.

- Increase rankings on top industry keywords like “plasma TVs”
- Get rankings on branded industry keywords like “Panasonic plasma TVs”
- Get rankings on product specific keywords like “Panasonic TH-37PWD7UY”

Solution

SEO Inc. created a customized multi-tiered campaign to address all of the web site deficiencies with regards to search. We immediately completed a keyword and competitive analysis and determined that the site could achieve rankings on the search engines for highly searched general phrases like “plasma TVs” and also on branded keyword phrases like “Philips plasma TVs.”

The site already had a beautiful design and functionality, but lacked in keyword rich content and was not architected to be search engine friendly. We started by simply adding and optimizing some keyword

rich content pages for all of their brands. Later we completed a URL re-write so that the site's dynamic content would be indexed more thoroughly and consistently. When the re-write was completed, we optimized all of their dynamic page templates.

Another significant hurdle that we needed to address was the fact that the site had very little existing link popularity. Even with good optimization of the site architecture, content, and code, the site needed to improve link popularity in order to have success in the search engines. To address this SEO Inc. completed a targeted link campaign to get more web sites to link to the website.

Accomplishments

This client was extremely pleased with the results of the campaign. The website has achieved TOP 3 rankings on Google for the 4 most searched keywords in the industry and their overall ranking statistics have more than tripled. Their Top 5 rankings have increased by over 400%.

Visibility Statistics December 2006				
First Place Rankings: 148	Top 5: 591	Top 10: 922	Top 20: 1,257	Top 30: 1,428
Keywords Tracked: 72	Engines: 31			

Top Google Rankings

- #4 on Google for primary keyword "plasma TVs"
- #3 on Google for "plasma TV"
- #1 on Google for "LCD TV"
- #7 on Google for "LCD TVs"

This case is for a client who was with SEO Inc. from January 2004 through December 2006.