

Case Study: Abt Electronics, Getting aggressive with Natural SEO and Link Building

Overview:

Abt Electronics is a massive traditional retailer, and a very large online retailer. Having been in business for 70 years ABT offers best-of-breed products and superior customer service. The online division of ABT is a rapidly emerging Internet brand, and competes with the likes of Amazon and Best Buy. ABT recognized a major opportunity through search engine marketing, and recruited Submitawebsite to assist with SEO, PPC, and tracking and reporting.

Strategy:

When we first brought ABT on board over a year ago we quickly realized a major obstacle in the client's CMS system. After removing mandatory cookies ABT spiked in its indexed pages to over 140,000. This created an immediate increase in online sales and traffic. Once we achieved page saturation we began focusing on product categories, sub categories, and product detail pages, and underwent many global changes.

Other strategies include PPC management consulting, link building, press release services, and XML feed consulting.

Site URL: <http://www.abteletronics.com>



MSN.com

Keyword:	Competing Pages:
electronics store #4	31,000,000 +
appliance store" #6	400,000 +
car navigation" #3	10,200,000 +
mini system" #5	11,800,000 +
car navigation" #5	50,200,000 +

Yahoo.com

Keyword:	Competing Pages:
appliance store #1	12,300,000 +
electronics store #2	301,000,000 +
discount electronics #3	74,400,000 +
car navigation #5	41,200,000 +

Google.com

Keyword:	Competing Pages:
electronics store #6	137,000,000 +
appliance store #1	9,000,000 +
audio receiver #3	12,100,000 +
car navigation #5	50,200,000 +
hdtv receiver #5	2,900,000 +
outdoor grill #5	5,100,000 +
memory storage #4	77,000,000 +

The Result:

ABT now boasts thousands of first page rankings, and continues to climb in the natural search results on all major engines. Since we began working with ABT we have seen more than a double on natural search traffic referrals and sales, which is considerable given the size of the website.