

Case Study: Aero Care, Natural SEO + Press Releases = High Rankings

Overview:

Aerocare came to Submitawebsite Inc. with a goal to increase sales and decrease monthly PPC expenditures. Currently Aerocare was spending \$40,000 plus a month and receiving only a marginal sales return. SWS reviewed the current campaign structure and realized that Aerocare was being gutted by unfocused ads and non converting keywords.

Strategy:

SWS formulated a plan of action to increase Ad Conversions and Natural Search Rankings. We targeted the best converting keywords and wrote custom ads that have been stellar for increasing actions within the Aerocare site. We also implemented a "Metro Inclusion"™ links campaign that has put this client on the first page of Google for 92% of all targeted keyword phrases.

The Result:

Currently Aerocare is receiving 70% of its' monthly sales from Search. SWS not only was able to reduce PPC spending in half, but we have generated more conversions for less money and this client has seen a 320% increase in business since working with us. And yes, this client is on the first page of Google for "air ambulance".

SWS and Aerocare are now focusing on Globalization.

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



Google.com

Keyword:

air ambulance #7 (Results 1 - 10 of about 6,150,000)
air ambulance service #1
air evac #8

Yahoo.com

Keyword:

air ambulance #3 (Results 1 - 10 of about 7,260,000)

MSN.com

Keyword:

air ambulance #3 (Results 1 - 10 of about 461,160)