

Case Study: FoxElectricSupply.com

Objective:

FoxElectricSupply.com contracted with SWS for the traditional request of increased online presence. They were currently averaging from 2 to 10 sales a day online with medium ticket prices. Their goal was to increase online revenue through Natural Search Engine Optimization.

Strategy:

SWS saw the huge potential for growth in many areas of the site. Some of the areas of focus were their internal search, the URL structure, dynamic optimization, and general workarounds for all limitations of the sites dynamic programming.

The first area of concern was the amount of pages indexed in the major search engines - namely Google. With a database containing over 11,000 products and respective pages, FoxElectricSupply.com had only managed to attain indexing on around 100 pages. SWS created a strategy to improve the number of pages indexed in Google, and consulted on how to properly implement SEO best practices for placement upon indexing.

Another obstacle which SWS found to have a direct correlation with the indexing in Google was the number of backlinks and the PageRank of their site. When FoxElectricSupply.com came on board, they had roughly 19 backlinks and a PageRank of 5. SWS created a strategy for improvement in both these areas. Effecting not only to improve recognition in the search engines, but also allow for more comprehensive indexing in Google - and other major engines.

SWS continued to optimize 6 to 7 static pages of the site and offered a comprehensive Optimization Consulting Synopsis (OCS) for implementation on all dynamic pages. SWS worked closely with the client's IT Department to accomplish optimizing the dynamic code. This involved making suggestions on the URL structure and dynamically populating optimized meta data onto each page, etc.

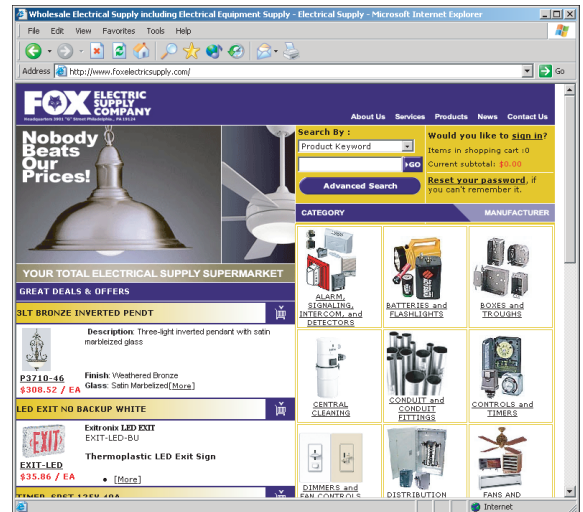
SWS also implemented linking strategies designed to improve the clients PageRank, and increase the number of valid backlinks. This included recommendations on paid link acquisition, natural link acquisition, directory promotions, and general submissions. This was done in conjunction with the creation of optimized code and consulting recommendations.

The Result:

These strategies allowed SWS to build the number of backlinks to over 320 qualified links with a PR. Now with the links in place, URL's revised, and pages statically and dynamically optimized, the number of pages indexed [in Google] now currently reside at approximately 11,300.

With this increased online visibility, FoxElectricSupply.com has experienced three time the online sales per day.

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



Increased Google Pages Indexed

100 to over 11,000 products and respective pages.

Sales Increase

400% More Orders Per Month.