

Case Study: MediaRecover.com

Objective:

The goal of MediaRecover.com was to increase their already prominent placements including page specific listings through static optimization and link popularity building.

Reason:

Page specific optimization allows potential customers to search for different products offered by MediaRecover.com. This eliminates the need to click through the site to find these products. This strategy increases conversion capabilities.

Improving overall placements increases the amount of traffic to the site, which in turn creates sales opportunities.

Strategy:

SWS used in-depth site and competitor research in conjunction with keyword analysis to create "keyword/page structure" allowing the highest ranking potential.

The keyword structure allowed us to optimize each page for keywords which were relevant to the products listed and form a baseline for reporting on each page. This also made the modification process troublefree allowing the service to continually progress over time.

SWS consulted MediaRecover.com to ascertain the best way to obtain link partnerships to appeal to the search engines. SWS utilized our resources to encourage the link building process.

The Result:

SWS successfully increased the level of saturation for MediaRecover.com and consistently directed significant traffic to their site. In addition, the pages of their site which were displayed in the search engine results pages, proved to ultimately increase the online conversion rate.

Additional Obstacles:

During the program, MediaRecover.com released a new product upgrade they needed to market. SWS created a content strategy and coupled it with the above-mentioned optimization strategy to gain top placements for keywords relative to the new product within 20 business days.

Also during the program, MediaRecover.com had the optimization created for them duplicated by a non-related site. The effect of this was the complete loss of recognition for their number one industry keyword in the Yahoo network of engines. SWS created a strategy outside of the scope of the original agreement to regain the lost placement. This strategy was to revise the optimization that targeted this top industry keyword. The strategy landed MediaRecover.com back in the number one position for "Digital Photo Recovery" within 3 weeks.

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



Yahoo, Altavista, Alltheweb, MSN

digital photo recovery #6 photo recovery #3
digital image recovery #15 image recovery software #8

Google, AOL, Netscape, and iWon

digital photo recovery #1 image recovery #7
digital image recovery #7 image recovery software #4
photo recovery #1