

Case Study: Salvatore-Espresso.com

Objective:

Salvatore Espresso wanted to increase online sales and conversion using natural search.

Reason:

Natural Search Placement, also referred to as Organic Placement, has proven to be the most cost effective means of obtaining qualified search engine traffic. Salvatore Espresso also recognized the possibilities of using SEO to introduce their site into a very competitive market with high search potential.

Strategy:

SWS hand optimized 3 pages of the SalvatoreEspresso.com site. This optimization strategy included keywords found in the body content, adding unique Titles and Descriptions, and consulting the client on how to best build and create relevant links throughout the site as well as an overall referral linking strategy within its industry.

Site URL: <http://www.salvatore-espresso.com>



Yahoo, Altavista, Alltheweb, MSN

espresso grinders #5 espresso beans #5
espresso #18 espresso machine #6
espresso supply #6

Google, AOL, Netscape, and iWon

espresso machines #12 espresso catering carts #1
cappuccino machine #6 portable espresso carts #7
espresso carts #2

The Result:

SalvatoreEspresso.com is now placed for many of the top industry keywords, including 1 and 2 word phrases with very high traffic. The level of placements achieved allowed SalvatoreEspresso.com to become an industry player on a very small marketing budget.