

Case Study: The Titan Group, Domination in a niche industry with SEO

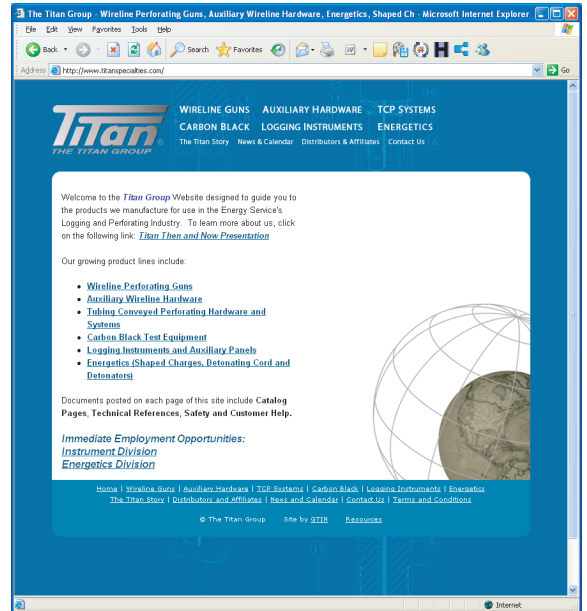
Overview:

From humble beginnings in 1966, when its three original owners were the only employees and often had to hold their paychecks until they would clear the bank, Titan has become a world leader in the logging and perforating equipment industry. As a result of prudent management and the retention of its earnings in the business, the Company is well capitalized with financial resources and talented people. It now has almost 250 employees, and 12 well-stocked distribution centers throughout the U.S. and Canada.

Strategy:

Submitawebste partnered with The Titan Group in Q3 of 2005 and at that time, Titanspecialties.com had a limited number of obscure organic rankings. Within the first 60 days of implementing Submitawebste's coding, keyword formatted content and SE suggestions, Titanspecialties.com quickly climbed up to a commanding first page position on all major search engines for over 90% of the keywords they had originally targeted. The Titan Group now sees a dramatic increase in contacts nationwide and internationally from their natural rankings Submitawebste, Inc. helped them achieve and sustain.

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



MSN.com

Keyword:

Perforating guns - #1	Perforating equipment - #9
Wireline guns - #1	Carbon black equipment - #1
Shaped charges - #2	

Yahoo.com

Keyword:

Perforating guns - #5	Perforating equipment - #4
Wireline guns - #1, 3	Tubing conveyed hardware - #1
Auxiliary hardware - #1	

AOL.com

Keyword:

Perforating guns - #4
Wireline guns - #1, 2

Google.com

Keyword:

Perforating guns - #4
Wireline guns - #1
Auxiliary hardware - #1
Carbon black equipment - #8
Tubing conveyed hardware - #3