

Case Study: Search Engine Optimization
Client: Autocrat

Background

Approached by Autocrat (www.autocrat.com), EZ Tech Group, Inc. was tasked with increasing the search engine visibility through optimization of their existing web presence. Autocrat is a manufacturer of premium coffee and syrup. Autocrat also produces coffee extracts as well as liquid coffee concentrate that is extracted from 100% Colombian coffee. The main goal of the optimization project is the increase visibility of their site to a targeted group of individuals.

Recently Autocrat produced a new product and asked EZ Tech Group, Inc. to modify their program to support the launch of this product, because of EZ Tech Group, Inc.'s careful planning as the product was launched Autocrat's rankings we quickly put in place and today they are ranked first in their target product category!

Solution

How we approached this was focusing on organic growth. By using our methods that have been developed over the past 4 years we performed a linguistic analysis for key phrases to fit their business model and attract their target demographic. These terms/words were provided to Autocrat's copy writer to be assimilated into highly visible page content such as the home page, and individual sub pages.

The next step involved optimizing the site for a development and architectural vantage. This included our special optimization techniques such as line compressing, meta information, and the creation of style/code includes. We were able to optimize the site while maintaining the dynamic nature of the page construction that contained tools such as form submission and content management systems.

Finally we concentrated on submission to the search engines. Knowing which search engines to target and how they are linked together is what differentiates EZ Tech Group, Inc. from a home-grown effort. Part of our service includes submission to the search engines via our in house SEO checklist. This checklist is constantly updated as our research team spends hours every week devoted to understanding changes in the search engine marketplace.

The recent success was accomplished by using a couple of different techniques. First off we setup up an aggressive submission practice. Next we made sure we had good content that not only articulates what this great new product is about, but also is weighted for the search engines.

Results

Autocrat has experienced a spectacular rise in search engine rankings. Our optimization has increased their visibility in their target demographic dramatically. Currently we are maintaining many top 5 rankings, all in the most important words targeted by Autocrat.

Visibility Rankings for autocrat.com as of March 2005

32	1 st place ranking
71	Top 5 Rankings
121	Top 10 Rankings
174	Top 30 Rankings

Customer Testimonial

Since the inception of the Autocrat website a few years ago, we have been working with the talented team members at EZ Tech Group. We believe the outstanding, cost-effective service they provide has been critical to the success of our increased corporate exposure on the worldwide web. The EZ Tech Group team members are reliable and very responsive to our requests, and explain product offerings in an understandable and non-technical manner.

Prior to investing in search engine optimization with EZ Tech Group, Autocrat's keywords did not appear in the search results. Now it is common for Autocrat to be placed on the first page of the results and consistently in the top 3 positions. The EZ Tech Group has been instrumental in improving our search engine rankings, and we look forward to working with them for continued success.

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