

Case Study: Search Engine Optimization
Client: Habitat Post & Beam

Background

Approached by Habitat Post & Beam (www.postandbeam.com), EZ Tech Group, Inc. was tasked with increasing the search engine visibility through optimization of their existing web presence. Habitat Post & Beam designs and manufactures quality post and beam (timber frame) homes, additions and commercial buildings. Clients are able to browse a print catalog or their online catalog to order custom homes. The structure are pre-assembled, broken down and shipped to the client. Because geography is not a limitation, Habitat Post & Beam was a prime candidate to find value in generating web-based leads. Prior marketing initiatives involved advertising trade publication, attending trade shows and paid submission to online search engines.

Solution

How we approached this was divided up into 2 separate sections; organic growth and instant purchasing power. Habitat had been involved with paid submissions. We worked closely with them to make recommendation as to search terms that would be better served through a paid program. This helped lower their current paid submission budget resulting in lower costs and better qualified leads.

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 Habitat's copy writer to be assimilated into highly visible page content such as the home page.

The next step involved optimizing the site for a development and architectural vantage. This included our special optimization techniques such as line compressing, URL parsing, 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.

Results

Habit Post & Beam experiences a spectacular rise in search engine rankings in less than 3 months. The reduction in costly paid-per-click campaigns covered our recurring maintenance costs. Our optimization has increased conversion rates that have provided an unparalleled return on our client's investment.

Visibility Rankings for postandbeam.com as of September 2004

37 1st place ranking (up from 5)
103 Top 5 Rankings
121 Top 10 Rankings

Customer Testimonial

We are extremely happy with our current search engine optimization service plan. We have recently surpassed 10,000 unique leads who first heard of us by searching the Internet for our product.

We have found that investing in search engine optimization is the most cost effective way of obtaining our most qualified leads. We are scaling back on our print and radio advertising due to the success of our Internet listings.

We can't thank you enough for the taking the time to continually work at improving our listings. The earlier we come up in any given search not only improves the chance of the customer looking at our company, but also decreases the chance of them looking at a competitor. We couldn't have done it without you!

Sincerely,
Huckle May
Vice President
Habitat Post & Beam, Inc.