

Case Study: Search Engine Optimization

Client: Stifel Design & Newcomb Spring Corporation

Background:

Stifel Design, a Connecticut based advertising and marketing company, needed to improve the search exposure of one of their clients NewcombSpring. Approached by Stifel Design (www.stifeldesign.com), EZ Tech Group, Inc. was tasked with increasing the search engine visibility through optimization of their existing web presence of Newcomb Spring Corporation's Website www.newcombspring.com. Newcomb Spring Corporation is in a very competitive market of creating various types of springs and wire forms and metal stampings.

Seeming a lot of Newcomb Spring's work is regional based due to shipping constraints as well as manufacturing redundancy, EZ Tech Group, Inc needed to create a search engine optimization program that is tailored to this fact.

Solution:

The former program was targeting very general phrases, with little results. Using proven methods, Stifel Design and EZ Tech Group, Inc. created a list of root words that were important to Newcomb Springs and aggressively perused them on a regional basis.

It worked.

With over 1,500 defined word combo's (over 1,000 of the phrases in the top 10) Getting concentrated traffic in the door is working.

Now with our combined technology and marketing experience we can now take these results and build conclusive evidence of which of these phrase combinations are providing the most results and measure leads on a per view, per click, per engine basis, and per phrase basis

What this gains Newcomb Spring Corporation is the ability to gather very important marketing data for use in modifying their search engine optimization program but also to use in other marketing initiatives.

Results:

Visibility Rankings for newcombspring.com as of August 2005

- 200 1st Place
- 852 Top 5's
- 1,106 Top 10's
- 1,312 Top 20's
- 1,530 Top 30's

Customer Testimonial:

EZ Tech group has proven to be a reliable and result-driven company. Using quantitative statistics they have analyzed our goals for Newcomb Spring's web site and have applied their knowledge of optimization to those numbers. EZ Tech's services have allowed us to more clearly see and understand Newcomb's on-line presence. As we have narrowed our efforts to optimize for more specific keyword phrases and more search engines, EZ Tech has given Stifel Design the information and tools to make informed recommendations about where to focus our client's optimization efforts and budget.

We are very pleased with EZ Tech's results, service and competency and their company is a stand-out in their field. With their help, Stifel Design looks forward to continuing to increase sales leads and ensure our client, Newcomb Spring Corporation, is getting the maximum results from their web site.