

HOW AN ONLINE MATERIALS DISTRIBUTOR ACHIEVED #1 SEARCH ENGINE RANKINGS AND INCREASED SITE VISITS BY 130% WITH SEO



CLIENT: CARAPACE, LLC

ZERO SITE VISIBILITY IS BAD FOR BUSINESS

Carapace, LLC, is a leading multi-regional distributor of kitchen and bath countertop and surface materials to building professionals. Carapace determined its sales efforts were being seriously compromised by low search engine visibility.



SEARCH OPTIMIZATION IN A COMPETITIVE MARKET

Baseline search rankings for Carapace’s site demonstrated that for three out of five targeted, essential keyword phrases, its website had virtually invisible rankings within the first ten pages (200 listings) in any major search engine. Additionally, Carapace was competing for keyword visibility with a large number of distributor, fabricator, remodelers, and consumer-oriented websites, all with content similar to Carapace's. And, improving search engine rankings for a website starting with little or no search engine visibility typically takes at least nine months.

RESEARCH + ANALYZE + OPTIMIZE = RESULTS

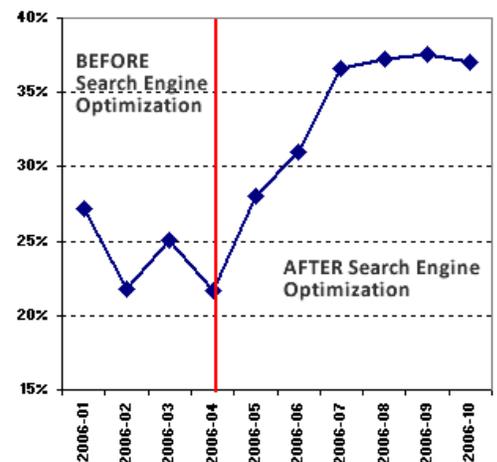
To address Carapace’s lack of search engine visibility, Web Ad.vantage recommended Search Engine Optimization (SEO), which included:

- **Keyword Research**
 Accounted for current search volume, search competition, keyword relevancy, subjective assessment, and Carapace’s marketing goals
- **Implementation & Recommendations**
 Step-by-step instructions were provided to Carapace’s web development team

KEY FACTS

- **Client:** Carapace, LLC
- **Case Study Services:** Search Engine Optimization
- **Project Goal:** Increase Site Visits and Search Engine Ranking

◆ Percent of Total Web Visitors from Search Engines



#1 RANKINGS & 130% INCREASE IN SITE VISITORS

Within three months the Carapace site witnessed spectacular results. Out of a possible 30 total listings, 26 of which had 0% search engine visibility prior to SEO, Carapace experienced:

- 18 Top 20 Listings (60% of keywords appear within the top 20 listings)
- 14 Top 10 Listings (46% of keywords appear within the top 10 listings)
- 11 Top 5 Listings (36% of keywords appear within the top 5 listings)



Within five months after optimization, Carapace experienced:

- 21 Top 20 listings (70% of keywords appear within the top 20 listings)
- 17 Top 10 listings (56% of keywords appear within the top 10 listings)
- 14 Top 5 listings (46% of keywords appear within the top 5 listings)
- 8 #1 listings (26% of keywords appear in the #1 position)
- 217% increase in search engine referrals
- 130% increase in website visitors

