

SEO WEB PAGE WRITING

FROM NEARLY INVISIBLE TO THE TOP OF THE SEARCH ENGINE RESULTS IN THREE MONTHS

The Company

A business-to-business company selling refurbished printing presses and printing equipment.

Their Problem

The company, an established reseller of refurbished equipment for the printing trade, was in the process of updating their website. They hired [Web Design of Palm Beach, Inc.](#) who contacted Seven Oaks Consulting for search engine optimized (SEO) home page copy. The web designer was savvy about the need for well-written, search engine optimized text for the website, and realized quickly that the site's poor text optimization was hurting its rank on the popular search engines.

The website's rank at the start of the project was so low for their chosen phrases that we had to search beyond the 20th page of Google results for their site. Among 900,000 page results, they ranked somewhere around 200-300 for their chosen phrases. Their home page was buried so low in the search engine results that few people found or clicked on their home page.

How Seven Oaks Consulting Solved the Problem

The web designer researched keywords, and sent Jeanne two keyword phrases which he had chosen based on relevance, competition and traffic potential. Jeanne was familiar with the printing industry thanks to her 20 years of experience as a marketing manager, and easily researched the brand names of the equipment mentioned throughout the client's website. This led to some fascinating facts that she was able to weave into the copy to make it original, interesting and creative - something that both search engines and site visitors love.

Next, Jeanne wrote search engine optimized headlines and subheadlines for the home page, using the keyword phrases in ways that would help the search engines find and index the site. The newly optimized copy was emailed to the web designer, who included the new copy and keyword phrases in the HTML programming of the website and in other areas to further boost its chances of improving its rank on the popular search engines.

The website's metrics and position on the search engine results page were monitored weekly after implementation, with the final check-in between Jeanne and the web designer at the end of May - three months after the new copy appeared online.

The Results

Talk about a boost! The new copy zoomed up in the search engine ranks. **As of May 30, 2013, the website ranked #2 for one keyword phrase and #3 for a second keyword phrase - a HUGE jump in traffic for the client!**

Case Study: SEO Copywriting. Results may not be typical and past performance is no guarantee of future results.

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