

## SEM Case Study:

# Leading Online Window Decoration Retailer and Installer

### Summary

A pioneering internet window blind and accessory merchant wanted to deepen the visibility of their massive product line. Organically they did well for top general words and phrases, but there were hundreds of pages completely off the radar of the three major search engines. Brand, style and size-specific pages would drive traffic more likely to convert if only they could get them properly spidered.

### Project Outline

Using deep linking strategies, such as press releases and one-way hyperlink development, SpiderSplat was able to effectively assist in getting the client's domain comprehensively indexed. Internal reciprocal links and navigation among existing pages were increased and listed in a large sitemap. New sections were made the focus of publicity and linked to in the interests of total ongoing site visibility.

### Results

The retailer now enjoys a more diverse range of targeted search engine referrals and their sales have grown 25% accordingly over the last 2 quarters. Indexed backlinks from all three of the major engines have increased by roughly 10,000 to date. The project is far from over, with their product line recently increasing considerably.

- Number one position on Google for highly prized set of keywords
- Number one position on Yahoo for critical keywords
- Highly detailed and customized reporting
- Exceeded all traffic objectives on all four company domains