

# Case Study of the Month



 Launch Site

Basement Experts.com total focus is on basement finishing in new homes. We do not offer other contracting such as windows, decks, etc. Basement finishing and basement renovation services by basement experts. Professional basement finishing services available in the Greater Toronto Area including Toronto, North York and GTA.

<b>Description of Business</b>	Basement Renovation Company in the Toronto metro area.
<b>Objective</b>	Achieve Search Engine Rankings for high traffic keywords related to Basement Renovation
<b>Challenge</b>	Working with the existing site with very little content and few pages.
<b>Our Approach</b>	We identified Geo-specific high traffic generating keywords to optimize the site.

## The Results



Page 1 ranking for 95% keywords within 4 months



Increased traffic from Search Engines resulting in rapid growth in number of people contacting for services.



Increase in quality and quantity of inbound links



Increased overall visibility of the site from grade 8 to grade 59



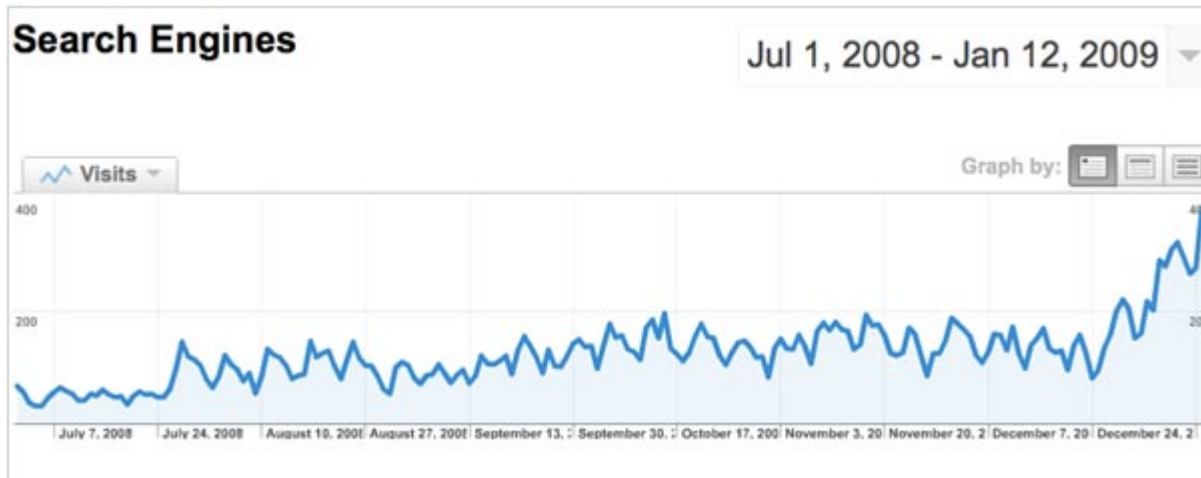
Increased Google page Rank form **0 to 2**

## Impact Marketing - Search Engine Visibility

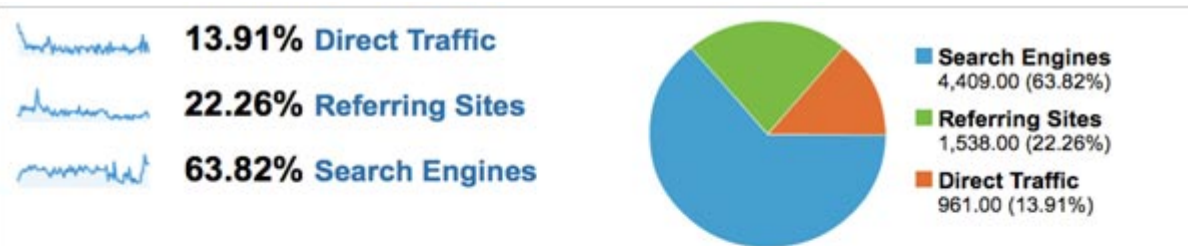
Comparison	Mar-08	Dec-08
SEO Grade	8	59

Google Page Rank	0	2
Google Indexed Pages	12	23
Traffic Rank	No Rank	18,760,524
Inbound Links	6	73
Social Bookmarks	0	14

### Impact - Search Engine Visitors (Aug - Dec)



### Impact - Rankings with Keywords



#### Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)	2,846	41.20%	basement finishing	412	9.34%
(direct) ((none))	961	13.91%	basement remodeling	279	6.33%
gopro.ca (referral)	743	10.76%	basement	221	5.01%
google (cpc)	601	8.70%	finished basement	194	4.40%
yahoo (organic)	349	5.05%	basement construction	187	4.24%

### Impact – Traffic from Search Engines - Comparison

Dimension: <b>Source</b> ▾		Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1.	google	3,447	8.39	00:02:31	83.93%	32.43%
2.	yahoo	349	8.46	00:01:55	94.27%	30.66%
3.	msn	337	7.34	00:01:59	93.77%	36.20%
4.	live	246	8.12	00:01:51	94.31%	34.15%
5.	aol	14	5.57	00:01:57	92.86%	42.86%
6.	search	7	3.00	00:00:39	85.71%	71.43%
7.	ask	5	1.40	00:00:03	60.00%	80.00%
8.	altavista	2	2.00	00:00:12	100.00%	50.00%
9.	alltheweb	1	1.00	00:00:00	100.00%	100.00%
10.	netscape	1	7.00	00:03:23	100.00%	0.00%

### Impact - Visitors by Keywords

Dimension: <b>Keyword</b> ▾		Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1.	basement finishing	412	9.00	00:02:49	84.71%	27.91%
2.	basement remodeling	279	9.15	00:03:17	78.49%	26.88%
3.	basement	221	9.81	00:03:10	90.50%	28.05%
4.	finished basement	194	10.34	00:03:03	77.32%	28.35%
5.	basement construction	187	5.07	00:01:08	85.56%	57.22%
6.	basement experts	174	7.70	00:02:30	64.94%	33.91%
7.	basement renovations	79	11.16	00:02:27	89.87%	18.99%
8.	finishing a basement	74	5.82	00:01:27	89.19%	52.70%
9.	basement renovation	72	11.03	00:02:35	95.83%	33.33%
10.	finishing basement	69	5.74	00:01:05	95.65%	47.83%

## Client Testimonial

"Up until aprox. 2 years ago, we were receiving a reasonable amount of sales inquiries through outside media advertising and using the web site more as an information piece - tagging all media with the web site address etc. A trend became clear that more & more of our potential clients were finding us via general searches of key words involved in our industry- for example " basement finishing " We started paying more attention to our rankings & we noticed the dropping off our organic search rankings- and a dropping off of total number of inquiries via the web site.

So after investigation & talking to you at WSI, I decided to move forward with an SEO initiative. I am pleased to say that Search Engine Optimization, has achieved excellent results. In being ranked so highly on major search engines our business is receiving a good number of quality leads weekly. These are then up to us to convert & we are happy with the percentage results of closing quotations & new business. All in all I would say the ROI has exceeded expectations!

**Thanks for a continuing job well done."**

**Stan Boigon**

**Basement Experts**

<http://www.basementexperts.com/>