

Case Studies – Accelerant Group



www.accelerantgroup.com

Overview:

Accelerant Group's Restaurant Pager System (also known as EAText) utilizes simple text messaging technology to notify restaurant guests when their table is ready.

Client Goals:

1. A page 1 Google ranking for 3 relevant keywords
2. A page 1 ranking in Yahoo and MSN for 3 relevant keywords.
3. Increase in web site traffic

Preliminary Site Analysis and Observations:

USA Web Solutions performed a preliminary site analysis and observed that accelerantgroup.com did not have a sufficient amount of incoming links. We also determined that much on-page optimization needed to be completed and that there was not a sufficient amount of on-site content.

SEO Strategy:

USA Web Solutions performed on-page optimization for the web site index page (home page) as well as its inner pages. The theme of each page was clearly defined using carefully selected keywords so that every section of the website was easy for search engines to identify. We created 5 search engine friendly pages with content carefully crafted around specific keywords.

An off-site link building campaign was also undertaken. As part of our link building strategy, we promoted the client's website on general directories as well as directories that were directly related to the services offered by the company (theme-based directories). In addition, we conducted a social media optimization campaign by writing and submitting articles to content sharing websites (such as Digg.com), promoting the website's blog, creating and promoting RSS feeds, and submitting the website to social book marking sites.

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Results:

Total increase in traffic over a 6 month period: **1,312 visitors**

Key Words	Google Ranking	Yahoo Ranking	MSN Ranking
restaurant text messaging	1	1	1
restaurant pager system	10	1	1
restaurant paging system	8	5	1
restaurant text message	1	4	1
restaurant paging	15	19	5
restaurant pager	15	13	2