

Case Studies – Kitchen & Bath Mart



www.kitchenbathmart.com

Overview:

Kitchen & Bath Mart is a leading provider of cabinets for every room of the home, including kitchens, home offices, bathrooms, master suites, laundry rooms, and entertainment centers

Client Goals:

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

Preliminary Site Analysis and Observations:

USA Web Solutions performed a preliminary site analysis and observed that KitchenBathMart.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.

Case Studies – Kitchen & Bath Mart

Results:

Total increase in traffic over a 6 month period: **11,283 visitors**

Key words	Google Ranking	Yahoo Ranking	MSN Ranking
kitchen cabinet california	1	1	2
kitchen show room	6	5	10
custom bath cabinets	4	2	1
custom kitchens	18	12	22
bath cabinets	23	6	7
custom cabinetry	40	29	11
kitchen cabinets	72	88	27