

## Case Studies – Martina Awards



[www.martinawards.com](http://www.martinawards.com)

### Overview:

Martin Awards specializes in corporate awards, plaques, trophies and promotional gift items. They primarily service Corporate America.

### Client Goals:

1. Page 1 Google rankings for 4 relevant keywords
2. Page 1 rankings in Yahoo and MSN for 4 relevant keywords.
3. Increased web site traffic.

### Preliminary Site Analysis and Observations:

USA Web Solutions performed a preliminary site analysis and observed that MartinAwards.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 six 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: **2,193 visitors**

Key Words	Google Ranking	Yahoo Ranking	MSN Ranking
corporate awards	4	6	10
recognition awards	4	7	6
plaque trophy awards	4	3	1
plaque awards	9	3	2
trophy awards	39	16	12