

## Case Studies – Mighty Lube



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

### Overview:

Mighty Lube provides Conveyor Lubrication Equipment for most types of conveyors. They also provide specialized preventative chain maintenance for many industrial markets.

### Client Goals:

1. A page 1 Google ranking for 7 Keywords
2. A page 1 Google ranking for 5 additional keywords.
3. Increase in web site traffic.

### Preliminary Site Analysis and Observations:

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

### 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.

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
conveyor lubrication	2
conveyor equipment	8
conveyor components	5
conveyor lubrication system	3
conveyor brush cleaners	1
conveyor monitoring	1
conveyor lubricants	2
conveyor monitor	2
conveyor chain lubrication	2
conveyor lubrication equipment	1
conveyor brushes	8