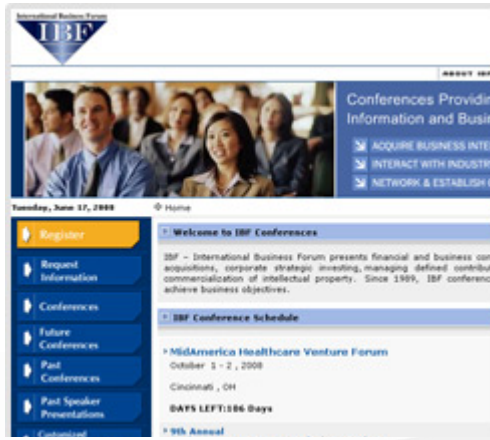


Case Studies – Office Interactive



www.officeinteractive.com

Overview:

Office Interactive is an on-demand Customer Relationship Management (CRM) solution. The Office Interactive application aims to help small to mid-sized businesses consolidate and organize their essential customer-related information. More specifically, Office Interactive helps all branches of a business work more efficiently by making information easier to collect, store, access, and utilize.

Client Goals:

1. A page 1 Google ranking for multiple CRM-related keywords.
2. 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 10 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: 1,773 visitors

Key Words	Google Ranking
crm on demand	2
online crm	3
small business crm	1
crm application	6
crm software application	7
crm tools	5
expense crm	8
small business online crm	2
small business crm application	1
small business crm on demand	1
crm tools for small business	1