

Case Studies – Sales Careers Online



www.SalesCareersOnline.com

Overview:

SalesCareersOnline.com is one of the fastest growing career websites dedicated exclusively to the sales and marketing industry. The company matches sales professionals with employers and sales recruiters throughout the United States.

Client Goals:

1. A page 1 Google ranking for the phrase "sales jobs."
2. A page 1 Google ranking for three additional keywords.
3. Increase in web site traffic.
4. Promotion of sales - blog.salescareersonline.com for the key phrase "sales blog."

Preliminary Site Analysis and Observations:

USA Web Solutions performed a preliminary site analysis and observed that SalesCareersOnline.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 bookmarking sites.

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Results:

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

Key Words	Google Ranking
sales jobs	4
sales jobs online	1
sales training jobs	3
sales manager jobs	2
sales recruiters	4
sales careers	7
careers in sales	2
sales blog	4