



PAGE TRAFFIC

Made to Order Stamp & Seal's Case Study

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Case Study 2: Made to Order Stamp & Seal



Made to Order Stamp & Seal

(<http://www.customembossers.com>)

Client Testimonial:

"I have had several people call me and ask for a reference of your company and services. I have given very high marks and told them I wouldn't use anyone else, especially after the bad luck I have had with two other companies."

Steve R.

Made To Order stamp and Seal

Situation:

Made To Order Stamp And Seal is a New Mexico based company who specialize in the manufacture of hand held embossers, desk embossers and other similar products like wax seals, wax sticks, notary seals and electric embossers at competitive prices. They provide one day shipping to their customers.

In order to expand their reach and extend their client base, they decided to get their website search engine optimized. They had tried two SEO companies that yielded poor results. After securing information from our referrals and visiting our website they approached us to conduct their campaign.

When they contacted us they had almost disappeared from the search engine results of Google and Yahoo but they had no clue about the reason behind this. This was affecting their business and they approached us with the sole desire to dominate the major search engines. The Page Traffic team conducted an extensive research and discovered their falling ranks were the result of certain spamming techniques that were adopted by their previous SEO companies.

Our first challenge was to get them back in Google and subsequently build upon their ranks. We also faced the challenge of converting their dynamic pages into static ones. It was doubtlessly a difficult task

but the Page Traffic staff took up the project with enthusiasm and produced commendable results. They were also investing a lot in pay per click campaigns and they wanted natural listings in Google. The set of keywords for which they wanted their site search engine optimized were:

Wax seal

Wax seals

Initially, these were the two sets of keywords for their SEO project, but soon after, the number of words and phrases increased to ten. To optimize the site of Custom Embossers for these keywords, the Page Traffic team had work to closely





with the designing company of the client.

Solution:

The first result of this SEO campaign conducted by us was getting the site back into the search results of Google. We removed their dynamic pages and carried out a link building campaign. Getting their site search engine optimized increased their sales phenomenally. Before they launched their SEO campaign, the company shipped only locally. But after the campaign produced results by giving them top positions in all of the major search engines, they began to ship for the international market. Their site traffic doubled, 60% of which came from search engines. The Page Traffic team has sent the sales figures of Custom Embossers escalating.

Results:

Page Traffic assisted Custom Embossers obtain the following results:

The site secured natural first page listings in Google

Their site traffic doubled

60% of the traffic came from search engines

Keywords	Search Engine		
	<u>Google</u>	<u>Yahoo</u>	<u>MSN</u>
Wax Seal	5	13	11
Wax Seals	2	4	3
Stationery Embossers	7	5	9
Architect Seals	1	4	5

[Updated rank report available on request.](#)