



SEO Case Study

CLIENT: Travertinemart.com It is a popular site for travertine pavers, pool pavers and travertine tiles based in Florida.

SERVICE: Dedicated SEO

BUSINESS OVERVIEW: This website is a boutique online flooring company that offers quality travertine pavers, tiles and pool coping.

MARKET COMPETITION: Market competition for the site was strong. Its main competitors are deckandpationaturalstones.com, homedepot.com and bayrockstone.com. Keywords were really competitive and were on first two pages of Google. These were travertine pavers, travertine tile, pool coping, patio pavers.

CAMPAIGN GOAL: To get the main keywords rank in top 5 results of Google, get greater visibility and traffic.

TASKS ACCOMPLISHED: Complete keyword research, content creation, on page SEO, optimizing keywords and pages.

SEO SERVICES PROVIDED: The project was started in November 2012 and we started with link building solutions initially. After we got some success in it, the client ordered dedicated monthly SEO package from us. We did PR distribution, search engine submission, article submission, industry based links and social bookmarking for a few months. To the client, it was a true success as the site reached on #1 position for many main keywords like travertine pavers, travertine tile, patio pavers and others.

PROJECT TIME TAKEN: The dedicated SEO campaign was started in November 2012 and was on progress for 8 months. After that the client ordered individual services, monthly SEO plans from time to time to keep his site on top positions. He even hired our Social media marketing services for a month and we did Facebook promotions for his site. The results were noteworthy. Till now we handle SEO tasks for the site from time to time.

RESULTS: After about 7-8 months of dedicated SEO, it was observed that the organic traffic increased by 456.87% and the whole traffic was improved by 293.12% which is spectacular.

RANKING REPORT: The following keywords were optimized for the site and are still in top positions on Google. Have a look:

Keyword	Search volume	Initial Rank	Final Rank	Difference
Travertine Pavers	2400	9	1	+8
Travertine Tiles	4400	49	2	+47
Patio Pavers	350	17	1	+16
Pool Pavers	720	31	1	+30



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CLIENT'S FEEDBACK: "Anki and his team has a done a great job for my site. I have been their regular customer for the past 2 years. I started with hiring them for SEO plans and later tried SMO services as well. I would say the team is professional and gave me amazing results. My site is on number 1 position on Google and other search engines. I will try their new services as well whenever needed. Great going!"

CONCLUSION: Working for this site for about 3 years now, we have tried our best to maintain its ranking and reputation. The overall traffic has increased considerably and the stats speak for itself. Traffic from the major search engines has been the main success point. We hope to maintain this site for long and give in our best.

SEO FEATURE