



SEARCH ENGINE OPTIMIZATION

Four Success Stories

NetSource understands that your website's success depends on getting potential customers to visit. Most of the time, that means search engine rankings and results will be vital. For this reason, every website project we launch includes search engine optimization, based on the most recent SEO best-practices (these change constantly). Take a look at a few of our most recent result.

Nash, Inc.

www.nashincp-m.com

Redesign Launched 8/2010

In just three months, **Unique Visitors to their website increased 54%** (from July to October). In July 2010, a month prior to re-launch, their site got only 15.9% of their traffic from search engines. In December 2010, the percentage of overall **traffic generated by search engines topped 43%**. Finally, at launch the website was not registering in the search engines for any of their keywords and phrases. Today, they can be **found on the first three pages of Google** results for most of their plumbing and mechanical related keyword searches.

Squeakers

www.squeakers.com

Redesign Launched 11/2010

Before launch, Squeakers' website was not listed in Google before page 5 for any keywords beyond "squeakers." Just 2 months later, they ranked as follows:

- squeakers - #2
- squeaker shoes - #2
- squeaky toddler shoes - #2
- squeak shoes - #13
- girls squeaky mary janes - #7
- squeaky sandals - #19
- leather toddler shoes - #11
- squeaky shoes - #22
- boys squeaky shoes - #12
- kids squeaky shoes - #19
- squeaky girls shoes - #21

Express Brake International

www.expressbrake.com

Redesign Launched 2008

Most significantly, we were able to get and maintain a **first page Google ranking** for the highly competitive short tail keyword, "truck brakes." This rank fluctuates between the #2 and the #9 spot.

We also secured **first page rankings** for "heavy duty brake drum," "brake alert," "heavy duty brake lining," and "heavy duty truck brake," plus a **#1 ranking** for "heavy duty s-cam."

Captiva Beach House

www.captivabeachhouse.net

SEO Micro-site Launched 2007

This website was not a redesign but was build specifically to capture search engine traffic for "captiva beach house" and "beach house in captiva."

The site was launched in 2007 and continues to show up **between spots #1 and #5 on Google** for both phrases.