



SEO Case Studies

Case Study 3:

Crosby's Mattresses

Website : <http://www.crosbymattresses.co.uk>

Country : UK

Project Duration : Sep 2, 2011- Dec 3, 2011.

Overview: Crosby's Mattress is Online Beds & Mattresses Store selling a huge range of beds and mattress at affordable prices.

Challenge :

- Getting good rank for industry related keywords
- Running a link building campaign for improving link popularity
- Social Media Promotion

Strategy :

ON Page Optimization

Services
Website Audit & Suggestion
Comparative Analysis - Competitors & Client Website
Key phrase research and analysis
Web Pages Analysis
Meta tags & Header tags Optimization
Sitemap Creation

Off Page Optimization & Social Media Optimization

Services	Approximate Number of Submission / Account Setup
Directory Submissions	600
Article Submissions	70
Press Release Distribution	10
Submitting to Social Media Bookmarking websites	700
Social Networking	5
Social Media Profile Creation	11
Link Building	100
Local Ads Posting	150




Forum Posting	50
Setup Micro Blogging Accounts & Promotion	4
Link Baiting	150
Search Engine Submission	50

SEO Ranking Before Our work :
 Alexa Rank: 12,178,344

Keywords	Google Rank	Yahoo Rank	Bing Rank
orthopedic mattress	0	0	0
double foam mattress	0	0	0
king size foam mattress	0	0	0
pocket sprung mattress	0	0	0
memory foam mattress	0	0	0

WORK Done : 3 Months

Results After Our work ::

Alexa Rank: 5,547,938 

Ranking Improvement

Keywords	Google Rank	Yahoo Rank	Bing Rank
orthopedic mattress	3	5	5
double foam mattress	3	7	7
king size foam mattress	4	8	8
pocket sprung mattress	6	9	9
memory foam mattress	7	9	9