



SEO Case Studies

Case Study 4:



Website : <http://www.lacartitleloan.com>

Country : USA

Project Duration : December 7, 2011- June 7 , 2012.

Overview: Los Angeles Car Tile Loans offers Automobile Title Loans, Collateral Loans, and Pink Slip Loans at the best rates. These loans are affordable and are available to all California residents regardless of credit history.

Challenge:

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

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	1300
Article Submissions	200
Press Release Distribution	10
Submitting to Social Media Bookmarking websites	1200
Social Networking	4
Social Media Profile Creation	15



Link Building	150
Local Ads Posting	500
Forum Posting	50
Setup Micro Blogging Accounts & Promotion	3
Link Baiting	300
Search Engine Submission	50


SEO Ranking Before Our work :

Alexa Rank: 28,241,617

Keywords	Google Rank	Yahoo Rank	Bing Rank
Car Title Loans	0	0	0
Auto Title Loans	0	0	0
Online Title Loans	0	0	0
Los Angeles Loan	0	0	0
Loan Los Angeles	0	0	0
Los Angeles Title Loans	0	0	0
Los Angeles Car Title Loans	0	0	0
Car Title Loans Los Angeles	0	0	0

WORK Done : 6 Months

Results After Our work ::

Alexa Rank: **15,061,917** 

Ranking Improvement

Keywords	Google Rank	Yahoo Rank	Bing Rank
Los Angeles Car Title Loans	1	2	3
Los Angeles Loan	2	15	14
Car Title Loans Los Angeles	3	2	2
Los Angeles Title Loans	4	3	3
Auto Title Loans	5	10	10
Loan Los Angeles	7	5	6
Online Title Loans	8	5	5
Car Title Loans	11	1	1