



SEO Case Studies

Case Study :3



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

Country : USA

Project Duration : November 11, 2011- January 6, 2012.

Overview: FlipPad International's rugged laminated rubber street pad products dominate the tractor loader backhoe aftermarket because of their proven 35 years of unflinching performance, best of all, our stabilizer rubber is made of 100% recycled material. Our reversible stabilizer products have been proven effective by backhoe contractors and municipal work crews on countless construction sites in the USA and abroad since 1974

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	217
Article Submissions	14
Press Release Distribution	10
Submitting to Social Media Bookmarking websites	300
Social Networking	4
Social Media Profile Creation	10
Link Building	45
Local Ads Posting	125
Forum Posting	20
Setup Micro Blogging Accounts & Promotion	3
Link Baiting	100
Video Submissions & promotion	15
Search Engine Submission	50

SEO Ranking Before Our work :

Keywords	Google Rank	Yahoo Rank	Bing Rank
Plow Rubber	0	0	0
Rubber Plow Blades	0	0	0
Rubber Snow Plow Cutting Edge	0	0	0
Plow Blade	0	0	0

WORK Done : 3 Months

Results After Our work ::

Ranking Improvement

Keywords	Google Rank	Yahoo Rank	Bing Rank
Plow Rubber	2	6	5
Rubber Plow Blades	5	8	8
Rubber Snow Plow Cutting Edge	5	7	9
Plow Blade	5	10	12