



## CASE STUDY

### Phobia Site Increases Traffic By 42%

Sometimes it's the little keywords that bring big results.

While clients often want to win Top 10 rankings for a few high traffic keywords, the best approach may actually be to win rankings on a large number of light traffic keywords. Taken as a group, these little keywords can add up to big traffic. This strategy is often referred to as focusing on the "search tail."

This client's story is a case in point.

#### The Client

Our client helps people overcome a wide range of anxieties and chronic fears using a proprietary blend of alternative non-medical techniques.

The company covers a wide range of issues, and its web site contains a comprehensive catalog of symptom names and descriptions.

#### The Problem

Thanks to a web designer who understood SEO, the site already ranked in the Top 10 for important keywords. The company enlisted BridgePose to take its search engine traffic to the next level.

#### The Strategy

BridgePose's philosophy is that search engine optimization is a process of removing barriers that keep search engines from understanding your web site. While search engines are sophisticated, they have limitations. An SEO company can help by modifying the site to make the search engine's job easier.

While checking the site for search engine barriers, we uncovered a significant problem.

Since the company's web site catalogs hundreds of conditions, it uses a database-driven architecture to build web pages dynamically using Active Server Pages (ASP). This is a common architecture used by many large web sites.

Search engines have problems indexing such database-driven web sites and our analysis showed that this web site was no exception. Yahoo had indexed less than 7% of the site's pages. While Google had indexed more of the site, hundreds of pages were not yet listed in its index.

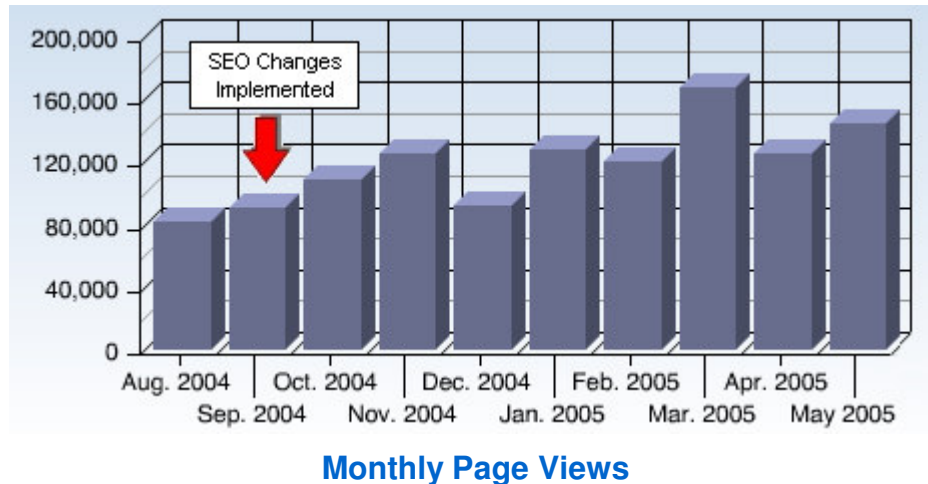
To solve this problem, we recommended changing the way pages were referenced within the site. Our solution was easy to implement and did not require an overhaul of all of the site's pages. With a few hours of effort, all pages were made available to the search engines.

BridgePose also performed a keyword analysis on over 1,000 potential keyword combinations to determine which should be given priority on the web site. The twenty-five most sought-after were given more prominent placement in the site.

## Results

The impact of these changes was significant. During the three months following our SEO modifications, site traffic continued to increase as the search engines indexed more and more pages.

Overall site traffic increased 42% and sales moved up significantly.



Google, Yahoo and MSN now index most of the client's web site, and the company ranks for a very wide range of keywords.

## About BridgePose

BridgePose has over 8 years experience in search engine marketing and a track record of success. Our clients range from established corporations to small businesses and start-up companies.

Contact us to see what we can do for you.

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