

## Search Engine Optimization Case Study

"eBrandz Helps DH Books Get over 100% ROI "



### eBrandz Appraisal:

"DH Books specialized in selling personalized children's books and music online. They started their website over 3 years ago "

- Dustin Hess, Owner of DH Books

**Client:** DH Books specialized in selling personalized children's books and music online. They started their website over 3 years ago

**Challenge:** Dustin Hess, Owner of the company initially had his own in-house team work on SEO but after **6 months** he realized that SEO was not his cup of tea since they had very minimal success with the campaign. It was time they looked for a professional company to work for them in the hope of gaining momentum in organic searches of yahoo and Google.

Dustin's goal was very clear. Achieve natural listings for primary keywords that would convert into paying customers.

**Solution:** The project manager did his initial analysis as usual and learned that the site required search engine friendly structural elements. The website pages were static but they lacked keyword density in the content and SEO friendly internal linking. Client's quick response in implementing our suggestions (like adding SE friendly meta tags, rewriting content to include identified keywords, listing the website to authoritative directories, and adding informative articles) resulted in increase in the rankings. Another factor that helped the website move up significantly was link popularity development. eBrandz team attained links from related industries to the website and improved its link reputation.

**Results:** The results were pleasing as the website experienced considerable push-up for some of its important keywords after a few months, resulting in significant increase in traffic.

**Here is what our client has to say:** "eBrandz has always been great to deal with. Any questions we have are answered quickly after a simple email. Any corrections made to changes on the website are dealt with quickly. eBrandz has kept its bargain in performing the necessary tasks needed to keep our business at its peak. The best thing is that eBrandz keeps up with the constant changes in yahoo and google's search parameters and has performed tasks that help our website and its keywords at the top of the search engines." "Our business has doubled every year since we started working with eBrandz. The holiday season is the peak for our business, and over the past **3 holiday seasons** our business has

increased more than **100%** every year over the previous year. The long term return on investment is quite impressive. We don't have any exact figures on it, but the return on investment is well over **100%** and grows continuously.”

“I would very, very highly recommend eBrandz to any e-commerce website looking for the best quality and value in an SEO service.”

