


Case Study Superior Debt Relief

	<p style="text-align: center;">eBrandz Appraisal:</p> <p>We are now generating about 7 leads a day. Each of these leads costs about \$30 a piece, so over the course of a month...well you do the math. According to our internal calculations we got a 110 % Return on investment.</p> <p style="text-align: right;">– Tom Thomas, owner of Superior Debt Relief</p>
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Client: Superior Debt Relief's mission is to expertly, professionally and ethically assist its clients live a debt-free life. Superior Debt helps its clients by negotiating a settlement of their debt - usually at 50 cents on-the-dollar or even less. Superior Debt Relief is a proud member of the Better Business Bureau, Mountain States and the International Association of Professional Debt Arbitrators.

Challenge: Debt Negotiation is one of the most competitive industries on internet. Superior Debt was already working with another SEO company and was unhappy with the results of the previous company. The challenge was get top rankings for keywords like "Debt Settlement", "Debt Negotiation" & "Debt Consolidation".

Solution: eBrandz team knew it would be very difficult to target the top keywords in a short time. Hence the strategy was to go after specific keywords which were based on the generic keywords which Superior Debt Relief wanted to target. Once the site started ranking for these specific keywords in three months, eBrandz team switched gears and started targeting the big generic keywords.

Results: According to Tom Thomas, owner of Superior Debt Relief, "The SEO team has been great. Response time incredibly fast usually. And I started seeing results of the work done in about three months. We are now generating about 7 leads a day. Each of these leads costs about \$30 a piece, so over the course of a month...well you do the math. According to our internal calculations we got a 110 % Return on investment."



Search	Google
Credit Card Debt Negotiation Company	# 1
Credit Card Debt Negotiation Settlement	# 1
Debt Negotiation Settlement Program	# 1
Debt Settlement	# 1
Superior Debt	# 1
Superior Debt Relief	# 1
Superior Debt Services	# 1
Superior Debt Solution	# 1
Credit Card Debt Relief	# 2
Credit Card Debt Consolidation Program	# 3
Debt Relief Program	# 3
Credit Card Debt Reduction	# 4
Debt Negotiation Solution	# 4

Credit Card Debt Settlement	# 5
Credit Card Debt Consolidation Company	# 6
Credit Card Debt Negotiation	# 6
Credit Card Debt Reduction Solution	# 6
Debt Settlement Strategy	# 6
Credit Card Debt Elimination	# 7
Debt Consolidation Program	# 7
Debt Negotiation Company	# 7
Debt Settlement Program	# 7
Credit Debt Relief	# 8
Debt Negotiation	# 8
Debt Relief	# 8
Debt Arbitrators	# 9
Debt Negotiation Program	# 9
Free Debt Negotiation Quote	# 10