

## eBrandz Helps Shortporch.com increase website traffic by 390 %

 The logo for Short Porch Baseball Collectibles features a blue oval with the text "Short Porch" in white and "Baseball Collectibles" in a smaller font below it. To the right of the oval is a white baseball with red stitching and a flame effect behind it.	<p style="text-align: center;"><b>eBrandz Appraisal:</b></p> <p>eBrandz is very professional and responsive. The staff is wonderful to work with. Their knowledge of SEO is great and effective. The team is very responsive and results driven. The schedule provided was strictly adhered to and all concerns and questions were quickly addressed. We feel very confident working with the eBrandz staff</p> <p style="text-align: right;">- Jeff Tucker Owner of ShortPorch.com</p>
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**Client:** ShortPorch.com offers largest selection of the latest factory sealed baseball trading cards, baseball hobby boxes, baseball card sets and signed sports memorabilia from the topmost brand manufacturers like Bowman, Topps, Tristar, Upper Deck and more.

**Challenge:** Jeff Tucker the owner of ShortPorch.com thought "Create a website and traffic would pour in." However this was not the case. Jeff wanted his website to rank well on pretty important keywords. He was quoted exorbitant amounts for SEO by local companies. Also the site was quite new and not properly indexed in Google. Achieving top rankings for a new website is difficult.

**Solution:** After signing up with eBrandz, the SEO team at eBrandz conducted a feasibility study on keywords given by Jeff. A final list of keywords was selected based on mutual consensus between Jeff and the SEO team. eBrandz also carried out competition analysis of top 3 competitors of Shortporch.com. After this, Jeff was given a schedule for the work which was to be performed on the website. eBrandz team advised Jeff to add some content related to baseball trading cards on his website and also helped find other baseball related websites which were ready to exchange links with Shortporch.com. Says Jeff, "eBrandz is very professional and responsive. The staff is wonderful to work with. Their knowledge of SEO is great and effective. The team is very responsive and results driven. The schedule provided was strictly adhered to and all concerns and questions were quickly addressed. We feel very confident working with the eBrandz staff".

**Results:** In Jeff's own words "It took a couple of months. However, the improvements were considerable and seemed to increase exponentially. Honestly, very effective!" Jeff continues "We initially focused our resources on Paid advertising, but have since shifted to almost purely to search engine optimization. If you are able to do this, you know you have found the right resource. Our current calculation shows that traffic increased by about 390 %".



Search	Google
baseball cards seller	# 3
cheap baseball cards	# 3
baseball trading cards	# 5
bowman baseball cards	# 5
topps baseball cards	# 6
autographed baseball cards	# 8
upper deck baseball cards	# 8
Online Baseball Cards	# 9
baseball card boxes	# 11
baseball card sets	# 12
Baseball Hobby Boxes	# 12
Baseball Card Hobby Boxes	# 13
Baseball Card Collectibles	# 17
baseball cards store	# 19



Search	MSN
Baseball Card Hobby Boxes	# 1
Baseball Hobby Boxes	# 1
bowman baseball cards	# 1
buy baseball cards online	# 1
cheap baseball cards	# 1
autographed baseball memorabilia	# 2
baseball cards seller	# 2
baseball trading cards	# 2
autographed baseball cards	# 3
baseball card sets	# 3
topps football cards	# 3
baseball card boxes	# 4
Buy Baseball Cards	# 4
topps baseball cards	# 4
upper deck baseball cards	# 4
football trading cards	# 5
topps basketball cards	# 5
Baseball Card Memorabilia	# 6
upper deck hockey cards	# 6
baseball card holders	# 8
signed sports memorabilia	# 8
Baseball Card Collectibles	# 9
baseball cards	# 10
donruss baseball cards	# 10
Baseball Card Cases	# 11
basketball trading cards	# 11
baseball cards store	# 13
Sports Card Memorabilia	# 13
hockey trading cards	# 17
baseball boxes	# 18



<b>Search</b>	<b>YAHOO</b>
Baseball Hobby Boxes	# 1
bowman baseball cards	# 1
cheap baseball cards	# 2
baseball card boxes	# 3
baseball cards seller	# 4
baseball card sets	# 6
Baseball Card Storage Boxes	# 6
baseball boxes	# 7
Baseball Card Hobby Boxes	# 7
baseball trading cards	# 7
baseball card holders	# 8
hockey trading cards	# 9
Baseball Card Collecting Supplies	# 11
topps baseball cards	# 12
donruss baseball cards	# 12
autographed baseball cards	# 16
upper deck baseball cards	# 20