

# SEO Case Study

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## Big Boys With Cool Toys

BBWCT started in the beginning with no website, no web presence and no rankings.

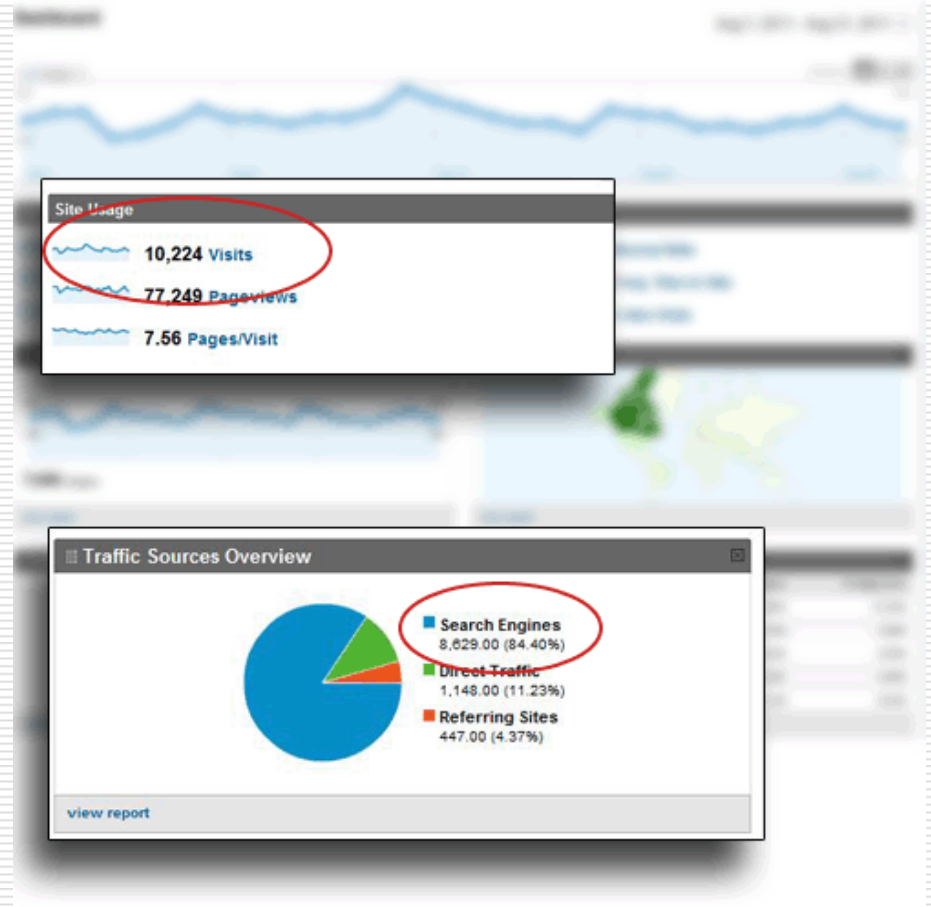
- Within 6 months they dominated Mississauga and Toronto local searches
- Within 1.5 years they ranked nationally for hobby store searches and grew their website from an informational website to an ecommerce website
- Within 1 year of launching the ecommerce site he dominated category keywords, brand keywords and model keywords
- They have now maintained these rankings for the past year

BBWCT now has over 10,000 visitors per month 84% of that from the search engines and has grown an entire new extension of his business that generates revenue.

# SEO Case Study

SEO has grown the traffic from no visitors to a steady increase in traffic to over 10,000 visitors per month and over 7,500 unique visitors per month.

84% of all traffic is coming from the search engines, a direct result of the SEO work done and vast array of keywords they are optimized for.





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BBWCT ranks for several keywords starting first with "hobby store Toronto" and "hobby store Mississauga" and grew to "hobby store".

They now also rank nationally for their product categories such as "rc boats", "rc buggies" as well as brands like "proboat" and many more keywords.

Google.ca (the web) <span>Up</span>			
Keyword ▼	Rank	Difference	URL Found
1 <a href="#">hobby hobby</a>	6	+ 2 ▲	<a href="http://www.bigboyswithcooltoys.ca/">http://www.bigboyswithcooltoys.ca/</a>
2 <a href="#">hobby parts</a>	10	-6 ▼	<a href="http://www.bigboyswithcooltoys.ca/catalog/RC...">http://www.bigboyswithcooltoys.ca/catalog/RC ...</a>
3 <a href="#">hobby shops mississauga</a>	1	+ 1 ▲	<a href="http://www.bigboyswithcooltoys.ca/">http://www.bigboyswithcooltoys.ca/</a>
4 <a href="#">hobby shops toronto</a>	1	0	<a href="http://www.bigboyswithcooltoys.ca/">http://www.bigboyswithcooltoys.ca/</a>
5 <a href="#">hobby store</a>	3	-1 ▼	<a href="http://www.bigboyswithcooltoys.ca/">http://www.bigboyswithcooltoys.ca/</a>
6 <a href="#">hobby store in mississauga</a>	1	0	<a href="http://www.bigboyswithcooltoys.ca/">http://www.bigboyswithcooltoys.ca/</a>
7 <a href="#">hobby store in toronto</a>	1	0	<a href="http://www.bigboyswithcooltoys.ca/">http://www.bigboyswithcooltoys.ca/</a>
8 <a href="#">hobby store mississauga</a>	1	+ 1 ▲	<a href="http://www.bigboyswithcooltoys.ca/">http://www.bigboyswithcooltoys.ca/</a>
9 <a href="#">hobby store toronto</a>	1	0	<a href="http://www.bigboyswithcooltoys.ca/">http://www.bigboyswithcooltoys.ca/</a>
10 <a href="#">hobby stores</a>	2	0	<a href="http://www.bigboyswithcooltoys.ca/">http://www.bigboyswithcooltoys.ca/</a>
11 <a href="#">nitro car</a>	8	Entered ◀	<a href="http://www.bigboyswithcooltoys.ca/catalog/Nit...">http://www.bigboyswithcooltoys.ca/catalog/Nit...</a>
12 <a href="#">nitro planes</a>	10	-4 ▼	<a href="http://www.bigboyswithcooltoys.ca/catalog/Nit...">http://www.bigboyswithcooltoys.ca/catalog/Nit...</a>
13 <a href="#">proboat</a>	11		<a href="http://www.bigboyswithcooltoys.ca/catalog/Pro...">http://www.bigboyswithcooltoys.ca/catalog/Pro...</a>
14 <a href="#">rc accessories</a>	6		<a href="http://www.bigboyswithcooltoys.ca/catalog/RC...">http://www.bigboyswithcooltoys.ca/catalog/RC ...</a>
15 <a href="#">rc boats</a>	4	-1 ▼	<a href="http://www.bigboyswithcooltoys.ca/catalog/RC...">http://www.bigboyswithcooltoys.ca/catalog/RC ...</a>
16 <a href="#">rc buggies</a>	1	+ 1 ▲	<a href="http://www.bigboyswithcooltoys.ca/catalog/RC...">http://www.bigboyswithcooltoys.ca/catalog/RC ...</a>
17 <a href="#">rc buggy</a>	15	+ 11 ▲	<a href="http://www.bigboyswithcooltoys.ca/catalog/RC...">http://www.bigboyswithcooltoys.ca/catalog/RC ...</a>