

SEO Case Study

Probemaster Inc.

Probemaster started with us when their design company gave them an incomplete ecommerce site loaded with viruses. We completed their cart and began SEO. Within 6 months they ranked at the top of Google.com for category related keywords, product related keywords and a very highly competitive 'probes' keyword.

- Traffic has increase from an average of 700 visitors per month in the beginning to just under 3,000 visitors a month with traffic from the search engines accounting for 60% of all traffic to the site
- Link building has created a valuable source of it's own referral traffic with 17% of traffic coming from referring websites.

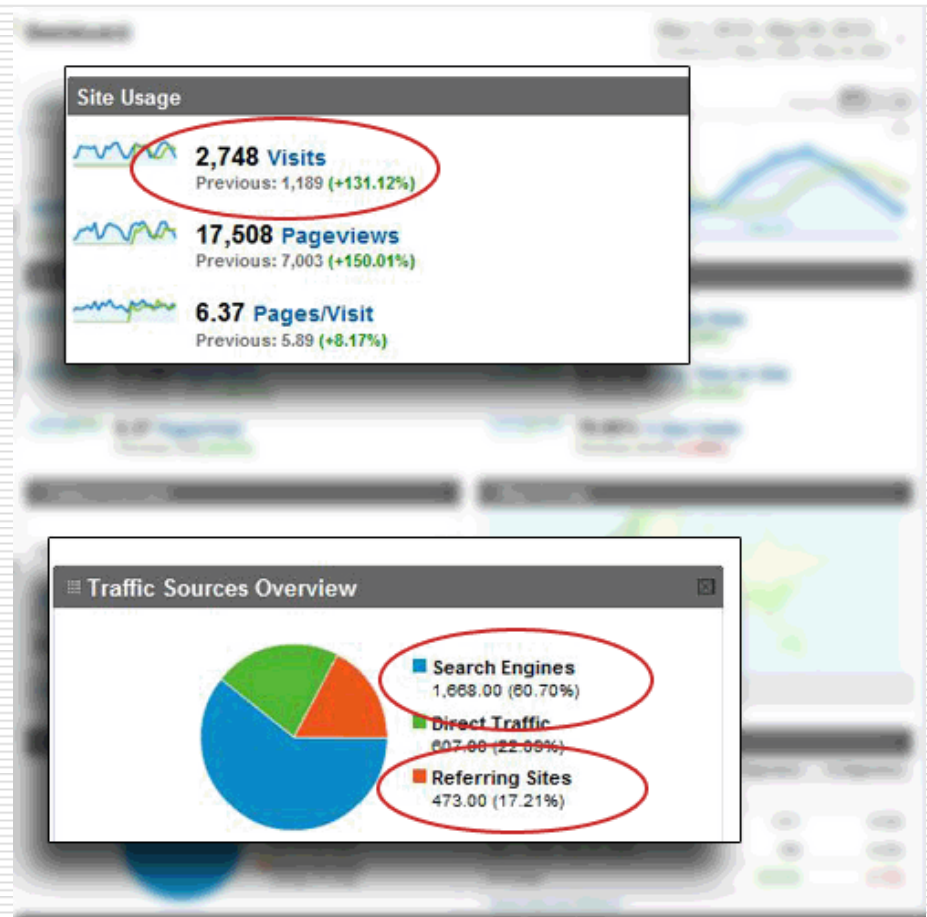
"Looks like we are doing great. We just had our best month in December of internet sales."

Julie Davis, Probemaster.com

SEO Case Study

SEO has grown the traffic from the original traffic of 700 visitors to 1500 visitors to now just under 3000 monthly visitors.

60% of all traffic is coming from the search engines, a direct result of the SEO work done as well as 17% of traffic comes from referring sites which is a direct result of the inbound link building completed along with the SEO.





SEO Case Study

Probemaster Inc. is ranking well for their core keywords such as “probes” and “oscilloscope probes” in Google.com but also is expanding to rank for many new category and product names and is a great example of no matter how long you have been optimizing your site new keywords and pages can be added and SEO can grow with your business.

Google				Up
Keyword ▼	Rank	Difference	URL Found	
1 100 Mhz oscilloscope probes	8	-1 ▼	http://www.probemaster.com/index.php?cPath=1...	
2 300 Mhz oscilloscope probes	1	+ 1 ▲	http://www.probemaster.com/index.php?cPath=1...	
3 3900 series accessories	16	-12 ▼	http://www.probemaster.com/product_info.php?p...	
4 500 Mhz oscilloscope probes	1	+ 2 ▲	http://www.probemaster.com/index.php?cPath=1...	
5 8000 series test leads	1	0	http://www.probemaster.com/index.php?cPath=2...	
6 9100 modular series test leads	1	0	http://www.probemaster.com/index.php?cPath=2...	
7 BNC breakout	21	+ 6 ▲	http://www.probemaster.com/index.php?cPath=5	
8 BNC cable accessories	22	+ 11 ▲	http://www.probemaster.com/index.php?cPath=5...	
9 BNC cables	31	+ 8 ▲	http://www.probemaster.com/index.php?cPath=5	
10 current probe	Not in top 100	Stays out –		
11 differential probe	11	+ 2 ▲	http://www.probemaster.com/index.php?cPath=21	
12 differential probes	7	+ 1 ▲	http://www.probemaster.com/index.php?cPath=21	
13 electronic test equipment	27	+ 4 ▲	http://www.probemaster.com/	
14 electronic test equipment manufacturer	Not in top 100	Stays out –		
15 extendible test leads	2	-1 ▼	http://www.probemaster.com/product_info.php?p...	
16 high performance gold contacts	83	Entered ◀	http://www.probemaster.com/index.php?cPath=1...	
17 kelvin test leads	12	+ 1 ▲	http://www.probemaster.com/index.php?cPath=2...	
18 multimeter test leads	3	0	http://www.probemaster.com/index.php?cPath=2	
19 oscilloscope	Not in top 100	Dropped ▶		
20 oscilloscope probe	4	-1 ▼	http://www.probemaster.com/	
21 oscilloscope probe manufacturer	6	+ 67 ▲	http://www.probemaster.com/	
22 oscilloscope probes	3	0	http://www.probemaster.com/index.php?cPath=1	
23 patch cords	53	Entered ◀	http://www.probemaster.com/index.php?cPath=4	
24 probe accessories	34	+ 7 ▲	http://www.probemaster.com/	
25 probes	7	+ 1 ▲	http://www.probemaster.com/	
26 scope probe	25	-1 ▼	http://www.probemaster.com/pages.php?CDpath=3...	
27 spring loaded micro tip probe	1	0	http://www.probemaster.com/product_info.php?p...	
28 stacking test leads	1	0	http://www.probemaster.com/index.php?cPath=2...	