



www.mightylube.com



Overview

Mighty Lube is the Leading manufacturer of conveyor lubrication and automatic conveyor lubrication equipment. Also it provides conveyor lubrication systems, conveyor components and equipments which increase performance reduce costs and accomplish Preventive and Predictive maintenance.

Client Goals

1. A page 1 Google ranking for 3 to 5 relevant keywords
2. A page 1 ranking in Yahoo and Bing for 2 to 3 relevant keywords.
3. Increase in web site traffic

Preliminary Site Analysis and Observations

USA SEO Services performed a preliminary site analysis and observed that Mightylube .com did not have a sufficient amount of incoming links. We also determined that much on-page optimization needed to be completed and that there was not a sufficient amount of on-site content.

SEO Strategy

USA SEO Services performed on-page optimization for the web site index page (home page) as well as its inner pages. The theme of each page was clearly defined using carefully selected keywords so that every section of the website was easy for search engines to identify. We created 5 search engine friendly pages with content carefully crafted around specific keywords.

An off-site link building campaign was also undertaken. As part of our link building strategy, we promoted the client's website on general directories as well as directories that were directly related to the services offered by the company (theme-based directories). In addition, we conducted a social media optimization campaign by writing and submitting articles to content sharing websites (such as Digg.com), promoting the website's blog, creating and promoting RSS feeds, and submitting the website to social book marking sites.

Results

Total increase in traffic over a 6 month period: 1,432 visitors

Key Words	Google Page Ranking	Yahoo Page Ranking	Bing Page Ranking
conveyor lubrication	1	1	1
conveyor lubrication system	1	1	1
conveyor chain lubrication	1	1	1
conveyor lubricants	1	1	1
lubrication equipment	2	2	2
conveyor lubrication equipment	1	1	1
automatic conveyor lubrication equipment	1	1	1
conveyor monitor	1	1	1
conveyor monitoring	1	1	1
lubrication brushes	2	1	1
conveyor brush cleaners	1	1	1
conveyor brushes	2	1	1
conveyor equipment	7	3	3
conveyor components	12	9	9