



www.nissanofqueens.com

Overview

Nissanofqueens help you to choose the right nissan vehicle to suit your needs

Client Goals

1. A page 1 Google ranking for 10 to 12 relevant keywords
2. A page 1 ranking in Yahoo and Bing for 10 to 12 relevant keywords.
3. Increase in web site traffic

Preliminary Site Analysis and Observations

USA Web Solutions performed a preliminary site analysis and observed that nissanofqueens.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 Web Solutions 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: 26,368 visitors

Key Words	Google Page Ranking	Yahoo Page Ranking	Bing Page Ranking
nissan new york	2	1	1
new york nissan dealers	1	1	1
new york nissan dealer	1	1	1
nissan car dealers	1	4	4
nissan altima new york	1	1	1
nissan maxima new york	1	1	1
new york nissan dealership	1	1	1
new york nissan dealerships	1	1	1
nissan trucks	2	2	2
nissan SUVs	2	1	1
nissan vans	1	2	2
nissan cars	8	9	9
nissan auto dealers	4	3	3
nissan queens	1	1	1
nissan queens ny	1	1	1
nissan queens dealers	1	1	1
nissan queens dealer	1	1	1