



www.titan360.com

Overview

Titan is the largest transit advertising company that provides 360° coverage of creative outdoor advertising which consists of placing advertisements on the outside and inside of buses, cabs, fleet vehicles, and other vehicles.

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 Titan360.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 10 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: 25,796 visitors

Key Words	Google Page Ranking	Yahoo Page Ranking	Bing Page Ranking
transit advertising	1	2	2
creative outdoor advertising	1	2	2
bus shelter advertising	7	Nil	Nil
outdoor digital advertising	8	9	9
bus advertising	2	Nil	Nil
rail advertising	1	1	1
boston outdoor advertising	1	1	1
phone kiosk advertising	1	1	1
outdoor advertising Canada	1	2	2
new york outdoor advertising	1	1	1
new york advertising	4	5	5
los angeles outdoor advertising	2	7	7
outdoor advertising chicago	1	6	6
outdoor advertising new jersey	1	3	3
outdoor advertising san francisco	1	3	3