



www.theshearsdepot.com



Overview

The Shears Depot is one stop destination to find high quality hair shears. Have more than 10 years of experience in selling hair cutting shears, manicure, and pedicure tools, and other accessories to beauty industry professionals at wholesale prices.

Client Goals

1. A page 1 Google ranking for 8 relevant keywords
2. A page 1 ranking in Yahoo and Bing for 7 relevant keywords.
3. Increase in web site traffic

Preliminary Site Analysis and Observations

USA Web Solutions performed a preliminary site analysis and observed that theshearsdepot.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 7

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: 13,001 visitors

| Key Words | Google Page Ranking | Yahoo Page Ranking | Bing Page Ranking |
|-------------------------|----------------------------|---------------------------|--------------------------|
| hair shears | 1 | 1 | 1 |
| hair cutting shears | 1 | 1 | 1 |
| hair scissors | 2 | 4 | 4 |
| hair cutting scissors | 1 | 1 | 1 |
| hair thinning shears | 1 | 1 | 1 |
| thinning shears | 2 | 1 | 1 |
| hair thinning scissors | 1 | 2 | 2 |
| thinning scissors | 2 | 3 | 3 |
| dog shears | 2 | 2 | 2 |
| dog grooming shears | 3 | 2 | 2 |
| dog grooming scissors | 2 | 2 | 2 |
| professional dog shears | 1 | 1 | 1 |