



www.titanmotorgroup.com

Overview

Nissan cars, Hyundai trucks, Infiniti cars, SUVs, crossovers and hybrid vehicles. Search, compare, view photos, and request new car quotes for your favorite Nissan Hyundai Infiniti vehicle.

Client Goals

1. A page 1 Google ranking for 6 relevant keywords
2. A page 1 ranking in Yahoo and Bing for 6 relevant keywords.
3. Increase in web site traffic

Preliminary Site Analysis and Observations

USA Web Solutions performed a preliminary site analysis and observed that titanmotorgroup.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 6 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: 6,687 visitors.

Key Words	Google Page Ranking	Yahoo Page Ranking	Bing Page Ranking
nissan parts	3	4	4
nissan auto parts	1	Nil	Nil
nissan automotive parts	1	Nil	Nil
nissan maxima parts	2	Nil	Nil
nissan altima parts	2	Nil	Nil
nissan body parts	1	Nil	Nil
nissan car parts	1	2	2
nissan truck parts	1	2	2
nissan oem parts	1	13	13
nissan performance parts	2	3	3