

## Case Study: B-Dry Testimonial

### Overview:

The B-Dry Owner's Association needed a more effective Internet marketing strategy in order to create a more impressive online presence and increase rankings in search engines. They contracted with Web.com Search Agency in March of 2007. With minimal rankings for the terms needed to convert customers, and without knowledge of the most optimal keywords that were being searched for by the customer, we had our work cut out for us.

### Strategy:

“Our goal was to achieve search engine rankings for the miscellaneous terms people use to find basement waterproofing contractors.” To meet this goal, Web.com conducted a detailed analysis of the keywords that are searched for in the “Basement Waterproofing” field. With a clear view of the keywords the consumer used to find their services, we were able to focus a combined Text Links and Blogs campaign. This campaign worked in conjunction with the optimization of three keyword focused pages targeting these specific terms.

### The Result:

Since the campaign began, B-dry has gained increased exposure for many of their most important terms, and has received over 1,500 leads in the last 8 months. Their internal pages currently all have a Google PageRank of 3 and their homepage has a PageRank of 4. B-dry also appears on page 1 in Google for their most competitive term, “Basement Waterproofing.” We are still working with B-dry to this day, adding new pages to support new optimized content.

