

Case Study: WheelFire, Natural SEO + High Quality Link Building = Increased Sales

Overview:

WheelFire.com, a discount wheel and tire packages dealer joined Web.com Search Agency with one goal in mind: they wanted top rankings for highly competitive industry terms that would drive quality traffic to their site thus increasing sales and revenue. The Web.com team then took the bull by the horns and planned a campaign that would soon help WheelFire dominate the wheel and tire industry.

Strategy:

Realizing that the competition in the wheel and tire industry was no pushover, we proposed an SEO campaign that would be both powerful and focused. They needed links and Web.com was able to deliver, generating many high powered one way links that were instrumental in driving valued link popularity to the WheelFire.com site. With a well developed link campaign and strategically implemented on-page SEO WheelFire's rankings began to soar.

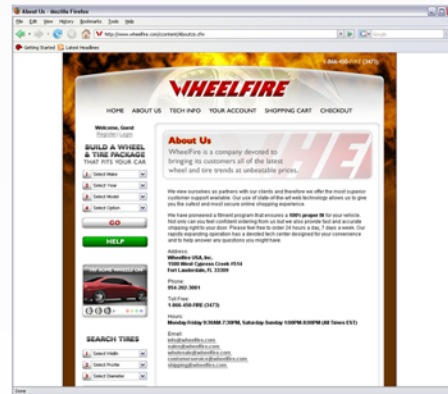
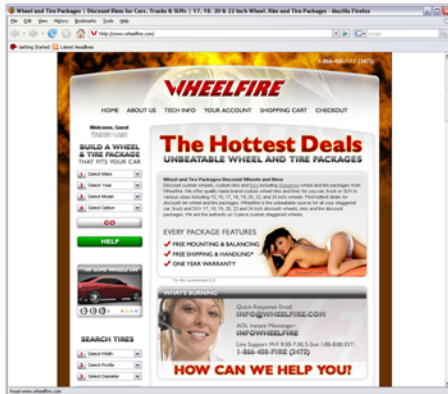
The Result:

WheelFire is now the #2 site for its most competitive keyword phrase "wheel and tire packages," and in the last 8 months of working with Web.com their sales have skyrocketed. With over 500 first page results and over 100 first position rankings on Google, MSN, and Yahoo combined, it's safe to say that WheelFire has dominated the wheel and tire industry online.

"Web.com Search Agency has been a great asset to our company. They have helped us achieve 1st page rankings on most of our targeted keywords. Their staff is friendly and we always get a quick response. Our sales have increased over 200% in the past 8 months thanks to Web.com."

WheelFire CEO

Currently, WheelFire continues working with Web.com Search Agency to further increase its already stellar rankings and continuing building its visibility through the exciting industry world of Search Engine Optimization.



Google.com	
Keyword:	
Wheel and tire packages	#2
Discount wheel and rim	#1
Honda Civic rims	#1

Yahoo.com	
Keyword:	
Discount wheel and rim	#1
Discount wheel/tire packages	#1
KMC Rockstar	#1

MSN.com	
Keyword:	
Rim and tire packages	#2
Discount rim/tire packages	#1
Rim tire package deals	#1