

Virtual Originator Case Study

URL: <http://www.virtualoriginator.net/>

Platform: Static HTML Website

Product: Federal Chartered Bank, Mortgage Net Branch, Nationwide Lending

Campaign: Search Engine Optimization

Time Frame: September 2009 - Till Date

Background:

VirtualOriginator.net represents 2 chartered banks who provide several nationwide lending abilities for brokers, loan officers, small branches, and of course large mortgage branches.

Challenge:

When it was the time to make website: www.virtualoriginator.net/ noticeable in the race of Search Engines, Company approached eSign Web Services for performance driven Landing page optimization and link building campaign. Company was looking forward for:

- Getting High ranks for industry relevant keywords
- Getting high traffic of potential and focused customers on the site
- Getting the website pages optimized for relevant keywords
- Implementing all important on-page changes on website that were missing
- Running an aggressive link building campaign to improve web popularity

Our Strategy:

We accepted the challenge. Using a planned approach, our SEO team started off with:

- First of all keyword research was carried out to choose relevant keywords that best describe the site and also help in improving site's relevance.
- Website optimization was carried out to improve the relevance of site for some industry related keywords and this was done by rewriting Title tags, Meta tags including hyperlink, ALT tags optimization, different sitemap file generation and Search engine submissions.
- This was followed by link building campaign to increase the link-popularity of the website.



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Results:

SEO Ranking Report

Report Overview			
Checked URL's	http://www.virtualoriginator.net		
Brief Ranking Report			
KEYWORDS	GOOGLE	YAHOO	BING
Remote Mortgage Broker	1	1	1
Remote Originator	1	1	1
Federally Chartered Net Branch	1	1	2
Federal Chartered Bank	1	1	2
Federal Net Branch	1	1	3
Federally Chartered Bank	1	3	1
Remote Loan Officer	1	9	9
Virtual Net Branch	3	2	2
Top Net Branch	2	5	5
Virtual Loan Officers	3	3	3



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Google Analytic Report



Traffic Sources Overview



Before

- Direct Traffic
44.00 (46.32%)
- Search Engines
35.00 (36.84%)
- Referring Sites
16.00 (16.84%)



After

- Search Engines
375.00 (78.12%)
- Direct Traffic
77.00 (16.04%)
- Referring Sites
28.00 (5.83%)

Conclusions:

- Website is ranking for all the targeted keywords on Google, Yahoo and Bing search engine.
- As a result of running effective On-page and Off-page SEO campaign, the traffic from referring sites improved tremendously.
- The traffic for the targeted keywords has shown remarkable growth, improving the overall page-rank of the site.

Client Testimonial

"Ash and his team have done a tremendous job with Search Engine Optimization for my website. In less than 4 months, I was number one on google for many top national keywords that apply to my website. He also maintains my website free of cost as an SEO member. I would highly recommend using Ash to get your site to the top of google and other Search engines because his services and price are unbeatable."



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