

Category: E-Commerce

Client: Merconnet

Website: [www.merconnet.com](http://www.merconnet.com)

Before and After SEO - Merconnet.com

## **Client Goal**

Merconnet's goal was to increase their sales through their website using organic SEO in Google.com. Though a family owned business, it is lead by a young tech savvy female entrepreneur. She wanted SEO done by a professional company at an affordable cost. She wanted the investment she was to make in SEO to have the very best effect it could have.

## **Our Challenges**

The biggest challenge we faced was design and navigation on the website. We started off our SEO strategy with minor revamp of the design and navigation on the website. We ensured that the website is user friendly before we go on to optimize it for the search engines. The second challenge was the keyword research, given the 100 odd electronic accessories sold on the website we had to group them into categories that match with the search queries used by the end users. This created a unique challenge when it came to planning a strategy for maximising results on Google. Since the focus would be on driving traffic to the website, we had to extensively use the user typed in keywords for optimization.

## **Our Strategy**

A SEO campaign involving product reviews, on-page optimization and off page optimization methods like niche directory submissions helped Merconnet.com to gain first page results for above 50 keywords in a year time on Google.com.

"I have worked with NetAdwise for 3 years now. I have a small business and during years I paid a fortune to other companies to do my SEO. I was never given a customized service. With NetAdwise I work with PEOPLE and my website is treated with more respect. They got know my products and my focus and with that in hand they indexed my products and helped me immensely to have my website in good rankings, specially with google. Usually we say we get what we pay for, but in this case we get so much for so little money. I highly recommend NetAdwise.. have a small business and need someone with experience and vision... you got the right company!." Says Johanna Garcia – Owner, Merconnet Electronics.

## Results

NetAdwise began work with Merconnet in September of 2008. With no SEO done on the website, we saw tangible results after March 2009.

### March 2009 - March 2010

#### Visits:

March '09 (Before SEO): 511

March '10 (After SEO): 11,075

Increase %: 2,067.32%

#### Traffic via Search

March '09 (Before SEO): 411

March '10 (After SEO): 7,698

Increase %: 1,772.99%

The **Bounce Rate** on her site went from 67% in March'09 down to on 39% in March '09. (Bounce rate means visitors that only view one page, before leaving the site)

Average Time on Site increased by almost **2 minutes**, and the average number of pages viewed per visited increased by **2.19** pages

Currently the website is ranking fairly well for over 100 keywords in the first 1 – 20 results on Google.com and the site was being found using **5,111 keywords to get 7,698 total visits by** March '09.

#### **Why NetAdwise is different**

We truly believe each SEO campaign is a partnership - we treat each client's business as if it were our own. We care about your success because that translates into our success.

While Merconnet.com is one of our successful ecommerce site, do you feel the need to be visible on the search engine results page? if so, please contact us to understand how we can help your company rise in the search engine rankings. *Our next successful case study could be your site!*