

Case Study

350EVO

Overview: 350EVO is a manufacturer and seller of Nissan 350Z performance parts and accessories. The company resides within very competitive online niche market, due to the popularity of the types of products it deals with. Consequently, the site needs to perform well organically in the search engines in order to compete.

Strategy: As a returning client, an adjustment of 350EVO's key messages was undertaken to promote new targeted key phrases identified since the last campaign. Several important search engine barriers were addressed within the e-commerce section of the site in order to promote key products of high significance to 350EVO's business.

Results: Since renewing with Metamend in August, 2006, 350EVO has experienced phenomenal performance gains, with substantial traffic increases and impressive movement in search engine positioning. Within two months, the site has seen a 200% increase in referrals from targeted phrases, a 125% increase in direct referrals from Google, and has three traffic rich phrases on page one of MSN Search.

Testimonial: "Metamend has done a great job for us and I attribute much of our success to them. You can't argue with success. We consistently outrank our competition on the keywords we selected. Spending money with Metamend is the best use of our advertising dollars."

- Michiel Schuitemaker, *Owner, 350EVO*

Site URL: <http://www.350evo.com/>



Google

Keywords

350z accessories - #13 - was #20
g35 performance parts - # 20 - was #35
nismo 350z - #19 - was #21

MSN

Keywords

350z accessories - #7
350z performance parts - #3
nissan 350z accessories - #14