

Case Study

Danaher Industrial Controls

Overview: Danaher owns and manages multiple businesses and websites. In two-and-a-half years alone, it launched over six new brands, including the group umbrella website dancon.com (Danaher Industrial Controls). Unfortunately, its branded web properties were not properly optimized, and this hindered its visibility within the major search engines.

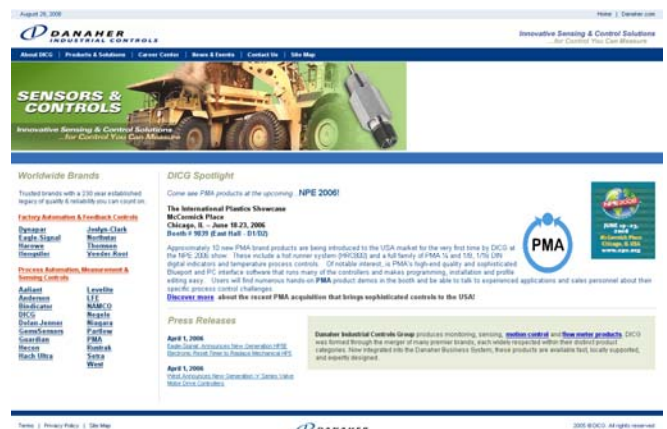
Strategy: Danaher hired Metamend in April, 2005, to begin Search Engine Optimization for Danaher Industrial Controls on a multi-phase corporate e-commerce and website initiative. Metamend tailored SEO campaigns to fit all of Danaher's needs, developing coding, content and linking strategies favorable to the search engines.

Results: In a short amount of time, Danaher experienced traction and impressive traffic gains for all of its branded websites, across multiple search engines. For example, *feedbackdevices.com* went from zero visibility for the search term "dynapar encoders," to the #1 position at three search engine sites within seven months time. In one month alone, traffic for Danaher's *feedbackdevices.com* went up 2500 percent, from zero to over 3800 visits consistently each month, and compounding.

Testimonial: *"Metamend's thorough insight and scripting forethought automatically detected critical design and programming flaws in my newly created sites, and these issues were quickly rectified, enabling my websites to abide by Google, MSN and Yahoo! SEO compliance. Without their help I could never have feasibly accomplished so much in so little time."*

-Christine B. Wagner, Marketing Communications Manager, Danaher Industrial Controls

Site URL: <http://www.dancon.com>



Google

Keyword:

danaher controls - #1
danaher - #3
electronic event timers and counters - #1

Yahoo!

Keyword:

danaher controls - #1
danaher - #2
electronic event timers and counters - #9

MSN

Keyword:

danaher controls - #1
danaher - #4
danaher tool group - #6
electronic event timers and counters - #3