

Case Study

Tophosts

Overview: Tophosts is one of the longest running webhosting companies in the world. At one time it enjoyed high placement within Google results for its market. Unfortunately, when Google implemented a major algorithm update, Tophosts lost its favored position. This placed the company in a compromised position against competition within the same vertical.

Strategy: A full website analysis was performed identifying site wide hurdles impeding the property from ranking higher in the engines. A comprehensive SEO strategy was implemented, adjusting core facets critical to search engine spiders, such as traffic rich keywords, site-wide content, linking and coding elements.

Results: Tophosts experienced a significant ranking increase since joining Metamend. For example, within two months it benefited from a 158 percent increase in search referrals, has 12 traffic rich phrases on page one of Google, and seven traffic rich phrases on page one of MSN search.

Testimonial: *"Once we made all the changes Metamend prescribed us, our ranking was back within weeks. Not only were we back to top 3 for one of our critical key phrases, we also gained higher rankings across the board for other key phrases that are relevant to our business."*

- Celal Ulgen, VP of Marketing, Tophosts

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



Google

Keywords

- top hosts - #1
- top web hosts - #1
- top web hosting - #1
- top hosting companies - #1

Yahoo!

Keywords

- top hosts - #1
- top web hosts - #1
- web hosting - #4

MSN

Keywords

- top hosts - #1
- top web hosts - #1
- top hosting companies - #1
- top web hosting - #3