

Case Study - Search Engine Optimization

FactorHelp, Inc.
337 New Hope Road
Sunnyvale, Tx. 75182
972-759-0711



Situation:

FactorHelp, a financial services company, needed a website redesign and help promoting its very diverse service offering. The redesigned website had to be professional and streamlined to accommodate the 40+ web pages. They also wanted to appear on the top of search engines for key industry terms to help drive traffic and new clients to the site.

Challenges:

Due to the large number of pages, the greatest challenge was the amount of time required to individually optimize each web page. Another challenge was the competition for keyword placement as many companies were trying to place. Since 'factoring' is both a financial and mathematical term, there was some additional competition for rankings as well.

Solution:

DTCS planned and implemented an advanced search engine optimization campaign in which each web page was individually optimized and submitted for inclusion. Keyword research was performed to determine the most popular terms for each section. Keyword density was obtained through advanced techniques with copy writing, embedded tags and website layouts.

Results:

The results were dramatic as FactorHelp's website traffic increased by over 400% in just the first 6 months. This increase in site traffic had an instantaneous effect on sales, which went through the roof. FactorHelp brought on two additional employees just to keep up with the growing business. They currently place on the first page of Google for over 150 prime industry terms. They have maintained these rankings for over a year.

