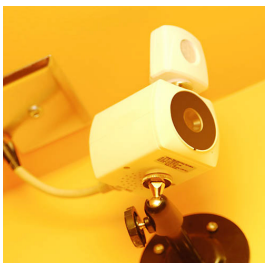


Research Case Study: Gulf Coast Spy Gear

GulfCoastSpyGear.com is a web store operated out of St. Peter's Beach, Florida by the family owned RCS Limited.

Specialising in top-grade surveillance and security products for both homes and business, GCSG market and sell the same tools that are used by law enforcement professionals the world over.



Despite being a particularly tricky arena to trade in, not least because of the legalities involved with

the public using equipment such as this, success has been found by pitching to the mid-market, above the boy's toys tinkers and gadget hunters, yet keeping out of the way of the bleeding edge milspec players.

Robert Silver contacted us for some ad-hoc consulting on the web business, which resulted in a highly profitable revelation.

"I am on page one on Yahoo for the keyword 'professional spy gear', but nowhere for '[main keyword]'", said Silver.

He wanted to know what could be done to boost that ranking.

Using our specialist research tools, we conducted an analysis of all the major page one competitors and also the sites that link to them.

What we discovered was both highly amusing and slightly disconcerting.

The top ranked website appeared to have over 800 back links, with close to 600 for Silver's desired keyword, which is a pretty daunting number for a business unprepared for SEO.

However, further investigation into the quality of these back links showed that GCSG's main competitor was making a huge mistake in their link building strategy.

Rather than focusing the strategy around the main keyword, 483 links had been built with the Registered Trademark symbol attached.

	A	B	C	D	E	F	G	H
1	Keyword Term	Total	PR0	PR1	PR2	PR3	PR4	PR5
2		86	73	0	3	7	2	1
3	®	483	123	0	162	141	43	14

The list of target links for the rank 1 site - you can see the "®" code at the end of the keyword.

While this may have seemed like a good idea, unfortunately 99.9% of search users will never type this symbol into the search engine.

Most people search in the way that they think or speak, and since no one says the name of a product, a business or service followed by the words "Registered Trademark" or "R Symbol", Silver's opponent has a far smaller advantage than appearances first suggested.



Our recommendation was to initiate a back link building campaign, specifically targeting Page Rank 6 sites or greater, using the desired top-ranking keyword. Depending on competition and algorithm changes within the search engines, GCSG will need to obtain 20 - 50 links from the targeted sites to obtain first place rank.

Considering that this keyword gets over 6,500 searches a day, if a business were to pay \$1 a click in PPC advertising for it and obtained even half of the clicks from those searches,

this would result in a staggering \$97,500 worth of advertising every month.

Silver, upon receipt of the report, elected to perform the link building tasks himself, as this was an area he was comfortable with.

Armed with the right information, not to mention the knowledge of his competitors outrageous blunder, GCSG will go from strength to strength, using the knowledge to gain thousands of dollars worth of website visitors every month.

"Thank you so much for your kindness and sharing your know how", Silver told us in closing. "See you at the top!"



	A	B	C
1	Search Engine Rank	URL	Page Backlinks
2		http://www.gulfcoastspygear.com	14
3	1	http://www. net/	807
4	2	http://.com/	61
5		http://www. .co.uk	699
6		http://www. .net/	5
7		http://www. .co.uk/	10
8		http://www. .com	764
9		http://www. .com	89
10		http://www. .co.uk/index.htm	248
11		http://www. .com/index.php	24

The list of GCSG's competitors, with back linked pages displayed - information sanitized for the web.

If your thinking that you could benefit from some in depth keyword research like Robert Silver from Gulf Coast Spy Gear, get on the phone and call us now.

Alternatively, to be kept in the loop on the very latest in digital marketing, sign up to our newsletter when you visit our website.

+44 (0) 1623 402572

<http://www.communicology.co.uk>