



## Pool People USA

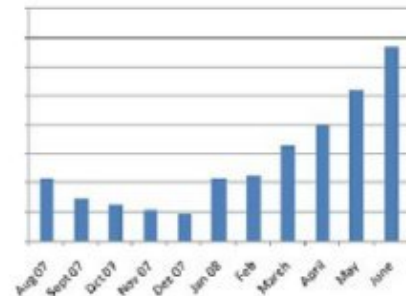
*Making a Splash with SEO*

**Overview.** PoolPeople USA is the consumer web site of the Association of Pool and Spa Professionals (APSP). Pool People USA, provides information on the benefits of pool ownership, local certified pool dealers, swimming pool designs, service, maintenance, renovation and pool supply products, as well as information regarding pool safety.

**Objective.** Top SEO Marketing was brought in to increase visibility within the organic rankings and bring in qualified search traffic interested in finding local swimming pool dealers throughout the US, to increase visibility for those looking to design a new pool as well as increasing the web site's visibility in order to help educate the general public on valuable safety and pool information. Prior attempts at gaining visibility within the major search engines had led to disappointing results. They wanted a complete solution that would make the site into an authority site for all areas of their products and services.

**Solution.** When we initially reviewed the site and their current search engine rankings we found they had less than 28 Top 30 rankings within the major search engines. We also found the site was not ranked for the following critical keyword phrases: swimming pools, swimming pool dealers, pool dealers swimming pool designs.

Also, less than 100 pages had been indexed by Google. The net effect of these elements confirmed that the site was not driving significant traffic or branding. After technically evaluating the site and performing in-depth keyword research and competitive analysis, we determined that the site required more focus around the critical keyword content we were targeting and would also benefit from a social bookmarking and media campaign systematically added over a period of time in order to build branding and visibility. In addition, we fixed a number of domain issues, made adjustments to the directory and naming structure of the site including writing scripts for the java and CSS codes and shifting all CSS and script codes off the pages. We also added footers and breadcrumb navigation to site to improve the spider's ability to index the entire site. Content anchor text was added to reflect keyword terms and allow the visitors to be better directed to those renamed pages. We then implemented our customized SEO plan and added web analytics to provide us with detailed tracking of visitor behavior on the site. We also created resource landing pages to the site and performed re-directs to the articles on the site.



**Results.** We obtained top rankings for identified keyword phrases that brought in targeted quality traffic to the site. In addition, we were able to maintain that high visibility within organic rankings and are currently holding #1 organic position for swimming pool dealers in Google, MSN and #2 in Yahoo.

During the first nine months of the campaign we increased traffic to the site over **208%**. Tracking unique visitor stats to the site, Pool People USA continues to make a splash within the search engines.