



SingleGrain

search & social

Case Studies

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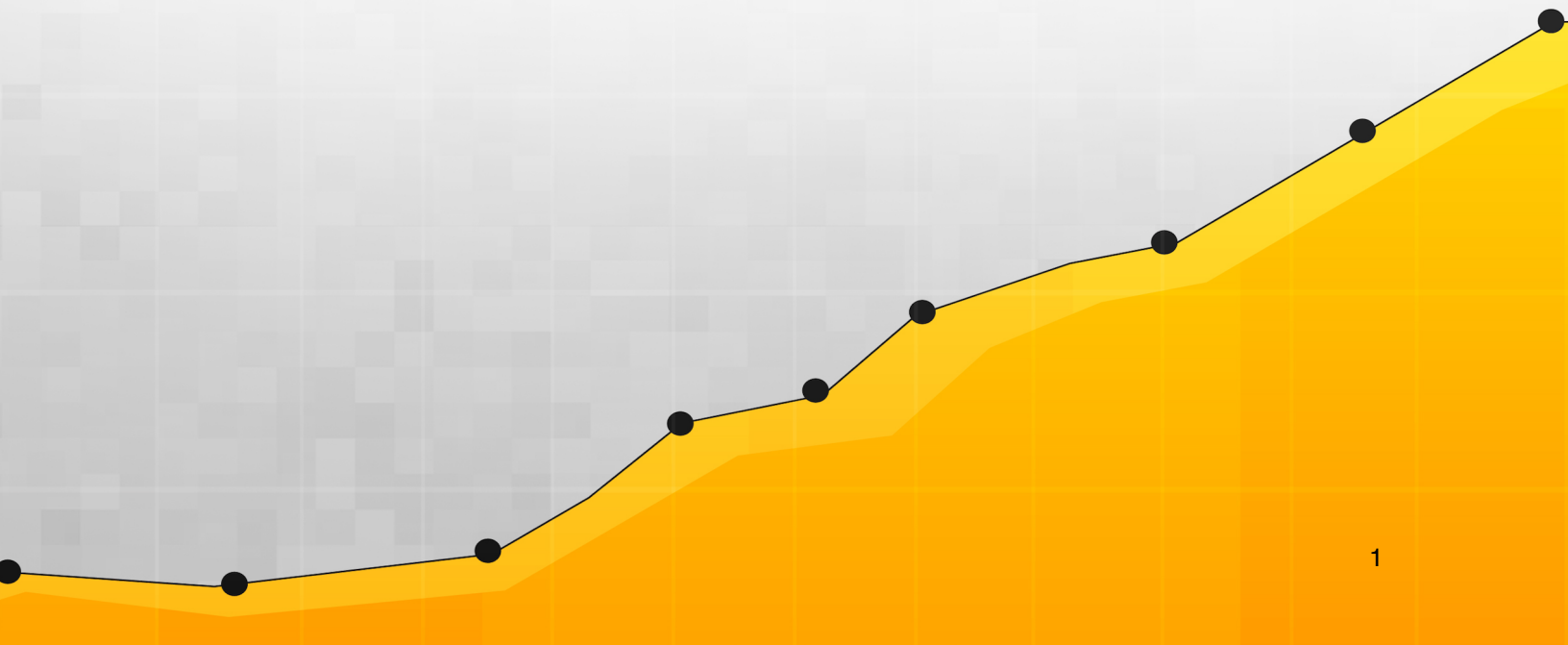


Table of Contents

Mint	3
Warby Parker	4
Sales Force	5
Intuit	6



Situation

Mint is a personal finance website that allows users to manage transactions across multiple accounts, while also tracking category budgets, financial goals and overall net worth. And although it's received widespread critical acclaim for its free suite of services, Mint approached Single Grain for assistance in entering a new broader finance category and capturing additional traffic through high natural search placements.

Challenges

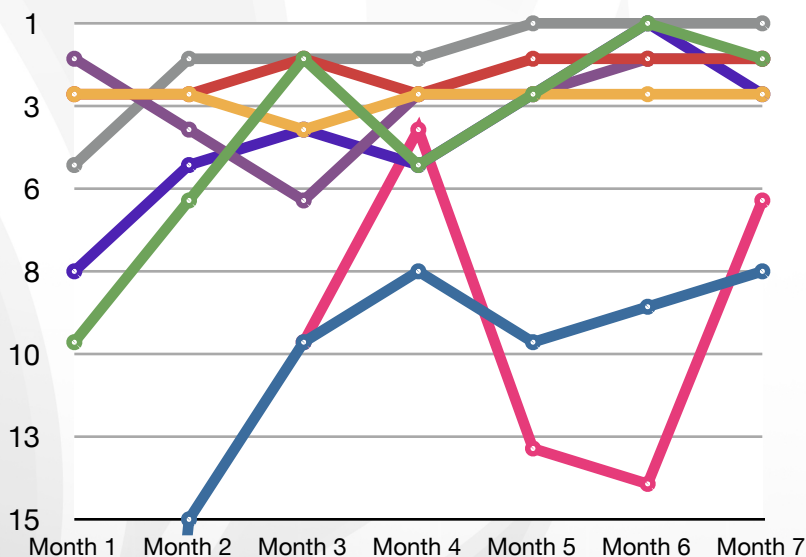
Though Mint's personal financial tracking tools have been widely recommended by industry publications, the company wanted to enter a new market where it would be going up against high-profile sites like eTrade and Scottrade – but with a much smaller budget! In addition, Mint struggled to compete against spammy sites in its existing verticals, which used illicit grey- and black-hat tactics to capture unnaturally high search rankings.



Results

Using the approaches described above, we were able to apply a number of SEO best practices to the Mint website in order to rank them highly for the extremely competitive keyword phrases featured in the graph. Obtaining these high search positions will help the company to gain traction in the natural search results for both its existing service offerings and its new target market.

Keyword Rankings



- budget worksheet
- home budget
- budget software
- free budget software
- budget planner
- free budget planner
- personal finance software
- Budget

WARBY PARKER

Situation

Warby Parker is a hot new eyewear startup with a commitment to providing affordable vision correction and giving back to the community through a “buy a pair, donate a pair” charity program. Operating both online and in its real-world showrooms, the company – whose glasses retail for no more than \$95 a pair – has been heralded as an “innovative fashion brand” by Fortune Magazine and others.

Challenges

Despite Warby Parker’s growing press attention, the young company lacked the necessary traction within the natural search results to sustain long-term online growth. When they contacted Single Grain for help, our primary goal was to help Warby Parker to both identify and rank well for the SEO keyword phrases that stand to drive the most traffic to the site in the long run.

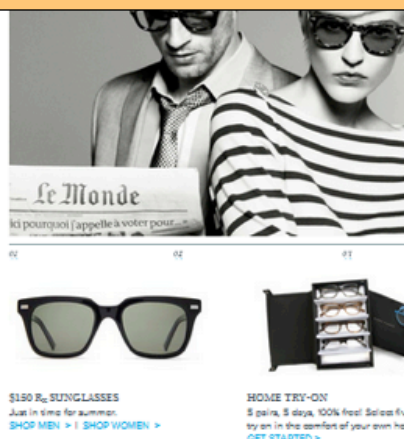
Results:

We began Warby Parker’s optimization strategy by targeting less competitive (“long-tail”) keyword phrases that would allow us to quickly show results for the company. Although Warby Parker was not yet ranked for any of these phrases (listed on lines 1-8 below), we were able to get them to the first page of the Google natural search results for each target phrase within six months.

Building on this success, we added the remaining keywords on the list below following six months of effective optimization – culminating in the major success of capturing first page rankings for the highly-competitive keyword phrase “glasses”. Building on this success, we added the remaining keywords on the list below following six months of effective optimization – culminating in the major success of capturing first page rankings for the highly-competitive keyword phrase “glasses”:

Keyword	Former Rank	Current Rank
“online glasses”	Unranked	2
“online eyeglasses”	Unranked	2
“designer eyewear”	Unranked	4
“online frames”	Unranked	3
“designer eyeglasses”	Unranked	2
“designer eyeglass”	Unranked	2
“designer frames”	Unranked	5
“designer eyeglass frame”	Unranked	4
“prescription eyewear”	Unranked	10
“discount glasses”	Unranked	10
“online prescription glasses”	Unranked	10
“fashion eyewear”	Unranked	2
“discount prescription glasses”	Unranked	9
“glasses”	70	9

Warby Parker’s amazing donation program and existing press coverage helped us to quickly leverage the company’s press assets to form a cohesive SEO strategy.



Because Warby Parker exists within a tremendously competitive industry, we started with a focus on long-tail keywords that would both help them to build ROI quickly and assist in future efforts to rank for more competitive phrases.

Following three months of optimizing Warby Parker’s site for long-tail and mid-tail keyword phrases, we moved on to the more competitive head-terms with the potential to drive significantly more traffic and ROI to the site. Within six months, we were able to rank the site on the first page of the Google results for phrases like “glasses,” “discount glasses” and “online glasses.”



Situation

As the recipient of prestigious awards from Forrester, Gartner, AMR research and others, Salesforce has already distinguished itself as a market leader in the field of enterprise-level cloud computing. Offering a suite of tools designed to help employees collaborate and connect with customers digitally, Salesforce is widely recognized as one of market's top social CRM system for both small and large businesses alike.

Challenges

Though Salesforce already enjoyed substantial natural search results recognition and brand awareness before partnering with Single Grain, the company wasn't content with the single listing offered to businesses in the Google Top 10. Instead, Salesforce wanted to corner the market in one of their industries by controlling as many SERPs positions as possible.

When Salesforce approached us to help with this project, their mission was to capture at least 3-4 rankings in each of their target keyword search results, enabling the company to rank multiple URLs and effectively shut out their competition.

Results

After a significant amount of difficult, time-consuming work, we were able to help Salesforce achieve their goal of dominating the SERPs for their target keywords by getting three separate sites ranked for the company's target keywords. As a result of the techniques described to the right, we anticipate that the marketing strategy employed by Single Grain will help Salesforce to continue to maintain its competitive edge for the foreseeable future.

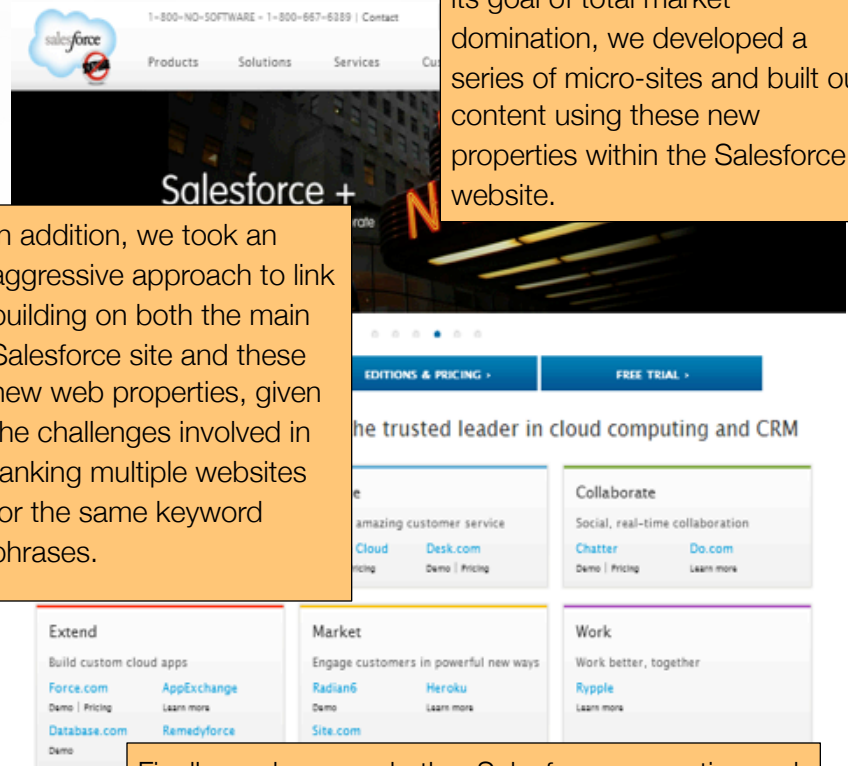
Below are the keyword results after an 8 month campaign

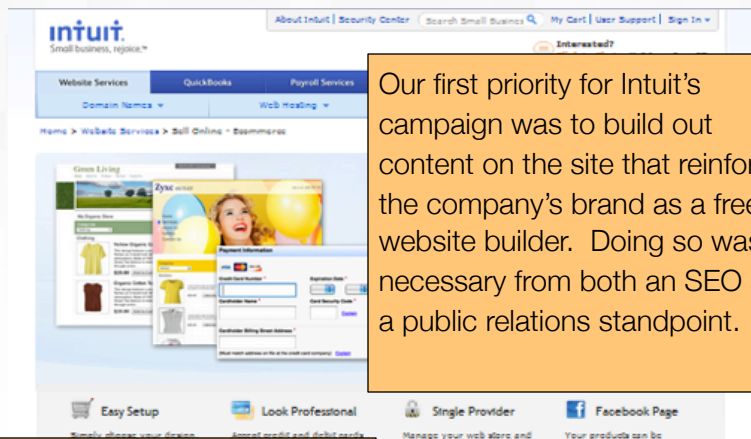
Keyword	Search Volume	Initial SERP Ranking	Ending SERP Ranking	CTR	Additional Monthly Traffic
Keyword 1	823,000	unranked	6	2.76%	22,714.8
Keyword 2	33,100	unranked	4	4.81%	1,592.11
Keyword 3	22,000	unranked	4	4.81%	1,058.20
Keyword 4	14,800	unranked	10	1.04%	153.92
Keyword 5	14,800	19	1	18.20%	2,693.60
Keyword 7	4,400	unranked	7	1.88%	82.72

In order to help Salesforce meet its goal of total market domination, we developed a series of micro-sites and built out content using these new properties within the Salesforce website.

In addition, we took an aggressive approach to link building on both the main Salesforce site and these new web properties, given the challenges involved in ranking multiple websites for the same keyword phrases.

Finally, we leveraged other Salesforce properties and domain names to lend authority to our newly-created micro-sites, helping to boost their authority and – consequently – Salesforce's rankings as quickly as possible.





Our first priority for Intuit's campaign was to build out content on the site that reinforced the company's brand as a free website builder. Doing so was necessary from both an SEO and a public relations standpoint.

We also used the power of blogging and social media marketing to identify potential new customers and engage with the existing community of Intuit users. Building these positive brand associations will help Intuit's service offerings to stand out from low-value competitors like GoDaddy.



Grow Your Current Business

Online stores are a great way to boost your company's sales. You might only have retail store space for a limited amount of products, but with an ecommerce business you can store products in a warehouse and ship them out before they even enter the store. You can also use an online store to sell additional products, which you can choose to keep and inventory in your retail store. If you do it this way, you might want to have employees fill online orders during the times of the day when the store doesn't have many customers. When online orders start coming in quicker, you can hire a part time employee to fill orders (coming in once or twice a day, or as needed). Small business ecommerce solutions can expand customer base quickly and introduce new products in a cost-effective way. By using an ecommerce software

lower operating costs if you have an online store. If you don't have a physical store location right now, you do not necessarily need one in today's marketplace. In fact, the overhead costs of a retail store can be crippling in the current retail environment. Consider that most retail stores are

Finally, we tackled existing SEO problems on the site by conducting a deep competitive analysis of other industry players, which enabled us to identify the particular link building techniques that offered the greatest ROI and the greatest odds of achieving high rankings in the SERPs.

- website builder
- create a website
- web building
- building a website
- create website
- build website
- build your own website

Situation

Though Intuit is primarily known for its tax and personal finance services, the company also offers an innovative web design program that allows small business owners and other professionals to quickly and easily create their own websites. Unfortunately, these offerings often go unrecognized – which is why Intuit approached Single Grain for assistance in building out its website department and gaining traction in the natural search results.

Challenges

Intuit is a company of diverse properties, which often leaves it divided when it comes to best allocating resources for growth. Because the Intuit Website Builder site lacked size and budget compared to single-focus competitors like GoDaddy, Intuit's challenge was to focus on key services and differentiate itself in both the natural search results and in the public opinion from a sizable array of different competitors.

Results

Using a combination of social media marketing and search engine optimization best practices (described in further detail on the right), we were able to help Intuit achieve high natural search rankings for a number of critical keyword phrases, including the results listed below. Sustaining these high rankings will undoubtedly lead to better recognition of the company's web design program, in addition to the natural search traffic needed to make the operation successful in the long run.

Keyword Rankings

