

## Case Study: www.PacificWood.com

### Overview:

Pacific Wood Preserving Companies is a privately held corporation, with approximately 200 employees and offers the largest selection of wood preservative treatments on the West Coast.

Despite their eminence on the outside world, they came to us with virtually no presence on the internet. For a company of their stature, they knew their internet presence needed improvement and wanted to improve their natural search engine rankings to increase visibility, prominence and ultimately sales for their company.

During Web.com Search Agency's review of the website, we found areas in structure and search engine visibility that could be improved upon to greatly increase the search engine friendliness of their site.

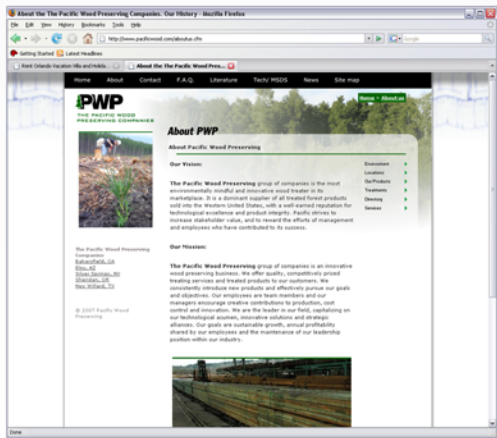
### Strategy:

Web.com made suggestions to their programmer to change some dynamic pages of their site to more search engine friendly static pages. Then, after a thorough review of the keywords targeted by PacificWood; Web.com added viable content, meta data and began working with them on their link building strategy.

### The Result:

After having the account only for about 45 days, Web.com had taken them from having approximately 30 search terms within the first 4 pages of the major search engines (Google, Yahoo, MSN, AOL) to 122 (and counting) search terms. (Note: 57 of the 122 terms are on the first page.)

While the campaign is in its early stages, Web.com Search Agency is very confident in our ability to continue this trend of adding more search terms AND increase the positioning of the terms currently ranking.



**Google.com**  
 Wood preserving #2  
 Telephone poles #9

**Yahoo.com**  
 Wood preserving #3  
 Treated wood posts #2

**MSN.com**  
 Wood preserving #3  
 Telephone poles #5