

CASE STUDY

SEO

CLIENT: The Outdoor Pizza Oven Company
INDUSTRY: Home Appliances
TENURE: 1+ years

The Outdoor Pizza Oven Company is an ecommerce company founded in early 2011. Entering a market with many well established competitors, the company was looking to establish a strong brand and gain significant traffic to its website.



CHALLENGE

The company was looking to generate traffic from organic search, as it considered the paid search ad market to be too costly over the long-term. So they turned to National Positions to executive a full scale SEO campaign to generate qualified leads for the business.

STRATEGY

Seeing an opening in the online market, our SEO consultants decided to target several short-tail keywords that would convert well, such as “pizza ovens” and many of its variations. We generated themed content for the website, and placed them in multiple areas of the website. Our technicians added a blog to the site and our writers produced a daily blog for continuous, valuable content.

RESULTS

100+
1st page rankings
on Google

65,200
organic visits in 2011

285,000
page views in 2011

\$300,000
in sales, 10-1 ROI, & the
fastest growing company
in their space

