

# Achieving Top Search Engine Rankings with Minimal Site Changes

## CASE STUDY: RETAIL

One of the top retail flooring companies reached out to IMPAQT to implement their set goal of making their US and International Web sites search engine-friendly without making drastic site changes. This was a difficult task, due to the popularity of the related keywords especially for the term “laminated flooring.” The project was made even more difficult by the fact that one of the company’s main competitors was utilizing “black hat” tactics to maintain their top position.

### QUESTION:

How could IMPAQT help the client attain top listings, despite unethical competitors, while respecting their desire to keep site changes to a minimum?

### REVELATION:

IMPAQT initially had difficulty acquiring a Page 1 listing within major search engines. Our client was not willing to make all necessary site adjustments. However, we worked with the company’s internal team to reach an effective compromise. Together, we tested various tactics and scenarios that would have minimal impact on their internal site structure and could be implemented in a reasonable amount of time.

To combat the competition’s unethical SEO practices, IMPAQT had the site de-listed within Google twice in one year for the tactics they were using to acquire their position. These efforts were necessary for the client to compete fairly and effectively in the industry.

### The IMPAQT:

Our ability to identify high impact optimization tactics that required minimal site changes created a successful campaign. In fact, due to our long term approach to SEO, our client is still the only site of the top three companies in their market that is present on the first page of the top three engines. Other results include:

- Top listings on the keyword “laminated flooring” within Google, Yahoo! and MSN without making unwanted site changes
- Success on their entire keyword set. The client:
  - Reached 69% of the marketplace
  - Placed ads in front of more than 4 million people searching for relevant terms, up from 41%. This represented a 68% increase in just a six month time period.