

Top 10 Organic Rankings in Less Than Three Months

Client: www.eclipsemedical.com



SEO Case study



Eclipse Medical Inc.

Overview

Eclipse Medical is a distributor of mobility products and daily living aids across Canada. By partnering with dealers throughout Canada they are able to offer exceptional service and value on products including Shoprider™ scooters, power chairs, scooter accessories and Eclipse lift chairs.

Eclipse Medical had its website built in September 2008. Similar to other businesses that were launching new websites, their traffic expectations were quickly crushed: they had no visitors to their website for more than 2 months after the date of launch.

Eclipse Medical soon realized that they need to have a strong presence on the search engines to reach potential customers online, and determined that this was achievable through search engine optimization (SEO). They chose Pitstop Media as their partner for running their SEO campaigns.

[Read the Case Study](#)



“ Our organic listings within Google were so bad that our website was not showing up at all within Google’s search engine. Pitstop Media were able to quickly and effectively optimize our website and within a very short time our website was showing at the top of page one on Google’s search engine. Thanks guys! ”

Daryl H. - Eclipse Medical Inc.
www.eclipsemedical.com



Our Credentials



Challenge

- The website was brand new and had no history with search engines
- The website required both onsite and offsite SEO for the SEO campaigns to be successful
- Client was targeting brand specific keywords but did not own those brands

Solution

Eclipse Medical wanted to rank in top positions for brand name keywords of the products they were distributing across Canada. We conducted a thorough keyword analysis to understand the target audience and their search behaviour.

The keyword analysis helped ascertain that majority of the target audience were in fact searching for Eclipse Medical products using product brand names.

In the first stage of the SEO process, Pitstop Media ran an extensive audit of the existing website, which included the identification of the pages with the most SEO potential based on keyword research and an extensive analysis of the source code. The audit analyzed the website for more than 50 SEO factors including:

- Canonical issues
- Organization of the web pages
- Use of meta information on each page
- Internal linking structure

Based on the audit, changes were made to the existing website, which included:

- The URLs were restructured and the website architecture was changed to include the targeted keywords in the directories’ structure and file names
- Category type pages such as scooters and power chairs were created to target category related keywords
- All product pages were restructured to have a proper document structure, e.g. the most competitive keywords (Shoprider) were given more emphasis than the less competitive

Once the onsite optimization was completed, we had the website indexed by Google by submitting it to important niche directories. The primary focus of the SEO campaign was to rank www.eclipsemedical.com for keywords such as Shoprider, Shoprider Canada and Shoprider scooters on the first page of Google search results. Strategies such as directory submission, search engine submission, article submission and content creation were used in our link building efforts.

Our Credentials

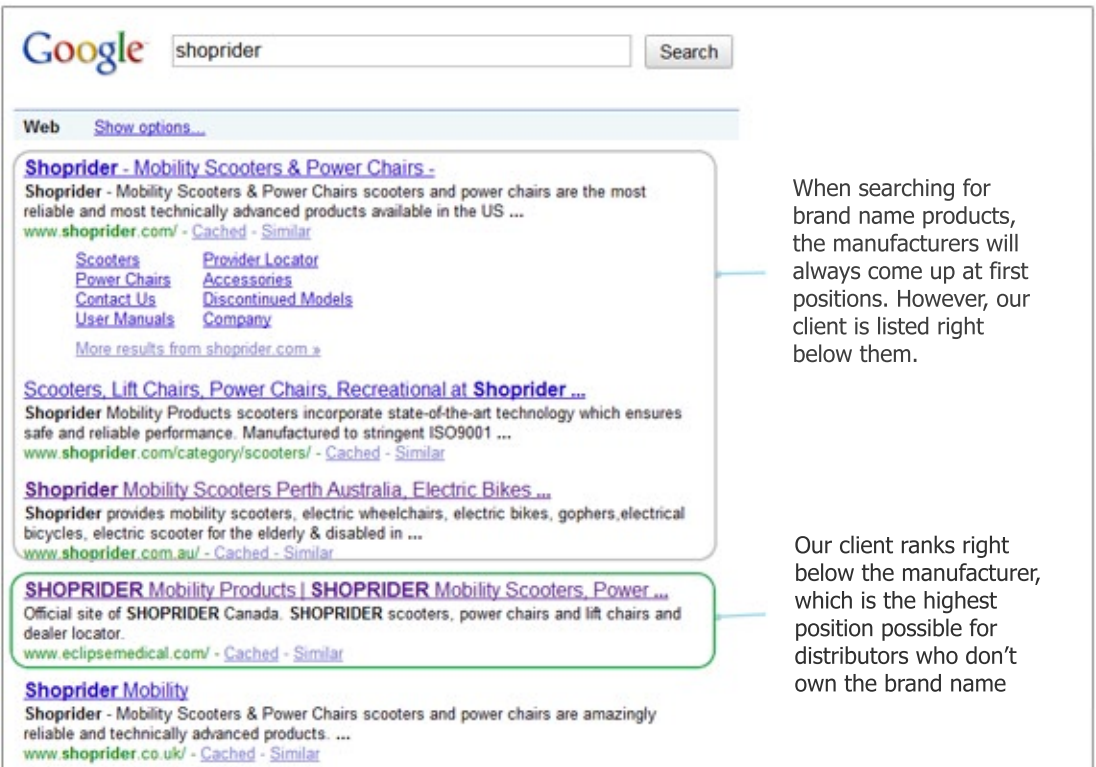


Results

In less than a month after the completion of onsite optimization, Eclipse Medical's rankings increased from nowhere-to-be-seen to page 6. Eclipse Medical started to receive visitors coming Google and Yahoo!, which translated into web leads and revenue.



In less than three months the website was ranked on the first page of Google.com, and in six months Eclipse Medical was ranked right below the manufacturer's website.



The screenshot shows a Google search for "shoprider". The search results are as follows:

- Shoprider - Mobility Scooters & Power Chairs -**
Shoprider - Mobility Scooters & Power Chairs scooters and power chairs are the most reliable and most technically advanced products available in the US ...
www.shoprider.com/ - Cached - Similar
- Scooters, Lift Chairs, Power Chairs, Recreational at Shoprider ...**
Shoprider Mobility Products scooters incorporate state-of-the-art technology which ensures safe and reliable performance. Manufactured to stringent ISO9001 ...
www.shoprider.com/category/scooters/ - Cached - Similar
- Shoprider Mobility Scooters Perth Australia, Electric Bikes ...**
Shoprider provides mobility scooters, electric wheelchairs, electric bikes, gophers, electrical bicycles, electric scooter for the elderly & disabled in ...
www.shoprider.com.au/ - Cached - Similar
- SHOPRIDER Mobility Products | SHOPRIDER Mobility Scooters, Power ...**
Official site of SHOPRIDER Canada. SHOPRIDER scooters, power chairs and lift chairs and dealer locator.
www.eclipsemedical.com/ - Cached - Similar
- Shoprider Mobility**
Shoprider - Mobility Scooters & Power Chairs scooters and power chairs are amazingly reliable and technically advanced products. ...
www.shoprider.co.uk/ - Cached - Similar

Annotations on the right side of the screenshot:

- When searching for brand name products, the manufacturers will always come up at first positions. However, our client is listed right below them.
- Our client ranks right below the manufacturer, which is the highest position possible for distributors who don't own the brand name

The website is currently getting approximately 2000 visits per month from the optimized keywords and has an overall bounce rate of less than 20%. More importantly, Eclipse Medical is generating sales and revenue from the visitor traffic every month.

Client Testimonials

"Our organic listings within Google were so bad that our website was not showing up at all within Google's search engine. Pitstop Media were able to quickly and effectively optimize our website and within a very short time our website was showing at the top of page one on Google's search engine. Thanks guys!"