

Synopsis

Website Design & Development and Search Engine Optimization for Solar Security of Tampa, Florida, USA

Company	Solar Security Films, Tampa, Florida, USA
Industry	<i>Services</i>
Campaign	<i>Website Design, Development and Subsequent Search Engine Optimization</i>
Time Frame	<i>December 2007 through December 2009</i>
URL	www.solarsecurity.com

Background

Solar Security Films of Tampa, Florida has been representing both the 3M Company and the 3M Window Film Company since 1993. Solar Security provides a broad range of solutions and services in the glass protection industry and they have emerged as an industry leader in their field after the completion of their window film projects at Reagan National Airport in Washington, DC and at O'Hare International Airport in Chicago. The company had grown remarkably over the years and has earned the well-deserved title of America's most prominent 3M window security film and laminate distributors and installers.

Challenge

Their original website was dated and needed an overhaul as it was not SEO friendly and exhibited poor usability. Solar Security Films wanted to generate more website traffic as they wanted to add the Internet as an additional marketing channel. They were spending a large amount of money on offline advertising (television, radio and print media). Once the website was completed, Solar Security wanted us to first focus on local & regional presence and then work on national and international presence. Some other major SEO concerns included:

- Weak presence on the Internet
- Improperly constructed web pages
- Missing site map and other technical issues
- Lack of overall consistency
- Lack of external links and listings

Strategy

We first built Solar Security Films a brand new website. During the process of building the website, we incorporated appropriate SEO friendly design(s). We implemented proper meta tags (such as title tags, descriptions and others). We then worked on the content of the website. This was followed by ongoing link building and social bookmarking activities to organically increase the popularity of the website. Within a few months, Solar Security started to see significant increases in visitor traffic.

Important Note: Solar Security discontinued their SEO as of December 2009. Although they continue to hold good local rank, their national rank is starting to drop due to intense competition in their industry. Ongoing SEO has been recommended.

Results

Website Metrics as of December 2009:

Traffic increase by 67%

Link Popularity increase by 41%

Unique Visitor increase by 51% leading to over 300% increase in leads

Number of Pages Indexed by Google increase by 36%

Search Engine Rank on Google.com over the last 24 months:

Search Term	December 2007	June 2008	December 2008	June 2009	December 2009
3M Window Film Tampa	35	1	1	1	1
Solar Control Film Tampa	12	1	1	1	1
3M Film Tampa	18	1	1	1	1
Solar Window Film Tampa	99	4	2	9	3
Residential Window Film Florida	<i>Not in 100</i>	30	4	8	3
3M Security Film**	<i>Not in 100</i>	38	5	3	3
3M Window Film**	<i>Not in 100</i>	<i>Not in 100</i>	10	34	7
3M Film**	<i>Not in 100</i>	<i>Not in 100</i>	12	35	10

**indicates highly competitive keywords at a national level

About our Search Engine Optimization Services

Risk Reversal Guarantee

We offer a risk reversal guarantee. If your website does not rank in the top 10 SERPs (search engine result pages) for at least 2 out of 10 keywords, after the agreed-upon SEO duration, we will cheerfully extend your SEO by 3 months at no additional cost to you. Please realize that you will need to fulfill your end of the bargain for the risk reversal guarantee to apply. Please contact us for specific details of how this works.

SEO Code of Ethics

We abide by a very strict SEO Code of Ethics. We will **never** use black hat techniques or perform any activity that will be identified as spam by search engines. We follow a specific SEO strategy that **will** produce desired results over time. SEO is not a one-shot, immediate process; rather it is a process that takes time for websites to rank properly in SERPs (search engine result pages).

Disclaimer

Search engine algorithms change regularly and can sometimes affect website rankings. Based on that, we cannot guarantee a specific rank or placement on any search engine result pages or content network. However, we are confident in our SEO abilities and based on that, we predict the placement of at least 2 key phrases for every 10 optimized in top 10 SERPs (search engine result pages) on 3 major search engines.

Contact Information

You can learn more about our company at our website: www.arnima.com.

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