

Case Study – SBI! Web Site Reputation Builder Package

www.eye-patch-info.com

Let the experts do the work!



Lyse-Anne Roy, the president of DrPatch Inc., has a strong desire to help others. Her eye-patch designs allow individuals with various eye conditions to receive the treatment they need while providing aesthetic coverings for eye-wear. While her company gained recognition since its inception in 2006 and sales have grown since that time, she knew she needed to do more to increase the awareness of her unique product.

So, she decided to reach out to the online market. Recognizing the benefits of SBI!, but wanting the work of creating a site to be handled by experts, she chose SiteSell Services to design and establish her site. Once the first 10 pages went live, www.eye-patch-info.com started to draw its first visitors.

Achieving a steady increase in traffic takes effort, however, so Lyse-Anne decided to utilize her SiteSell Services Specialist again to boost her site's credibility and reputation on the Web.

The SBI! Web Site Reputation Builder Package does what it says it does.

In October 2008, she took advantage of the SBI! Web Site Reputation Builder Package (SBI! WSRB). At that time, her site's traffic stats reported an average of 37 visitors per day.

When the SBI! WSRB Package was launched to SiteSell Services clients, it was done so with a full understanding that one-way, inbound link-building efforts had to be done carefully and consistently over a period of time. This helps increase the number of inbound links in a way that "keeps it real". The Search Engines (SEs) see this as a positive "off-page" criterion and reward the site with higher rankings. Top positions on the SE search results pages make your site easier for targeted visitors to find.

Eye-patch-info.com traffic keeps climbing!

By November 2008, traffic had started inching higher. At 55 visitors per day, it was on the way up. In December of that same year, the number climbed to 63 visitors per day. Then, in January 2009, the impact really started to be felt. At 113 visitors per day, it was nearly double what it was the month before.

Fast forward to April 2009, the time of this writing. Traffic stats in Lyse-Anne's Search Engine Headquarters show that 147 visitors are finding her site each day.

A screenshot of the DrPatch website homepage. The header features the DrPatch logo with a cartoon character. Below the logo is a navigation menu with links: Home, About Us, Ordering, Eye Care, Eye Patches, Eye Problems, Strabismus, Amblyopia, Lazy Eye, Eye Lens, Contact Us, and Français. The main content area has the heading "The Eye Patch That's Perfect For Everyone!" followed by a sub-heading "A reusable eye patch from DrPatch, which fits all eyeglasses, can help in orthoptic treatments. Kids and adults alike love to wear them because they're so colorful, fun and effective." Below this is a photograph of a young boy wearing a colorful eye patch. Under the photo is a caption: "Zachary, a happy wearer of an eye patch from DrPatch." At the bottom, there is a paragraph: "We all know how important our eyes are to us. They allow us to see the beauty all around us and we should never take this for granted. For certain eye problems, a patch may have to be worn. Depending on your situation, it could either be temporary, until it's cleared up, or"

Is all the traffic due to the SBI! Web Site Reputation Builder Package? Lyse-Anne's site has solid keyword-focused content pages, set up by her experienced SiteSell Services Specialist. This visitor-and-SE-pleasing content, coupled with the role the SBI! WSRB Package played in securing diversified sources of valuable inbound links, is the perfect mix that provided for the quadrupling of the site's traffic.

What's next?

The initial impact felt by www.eye-patch-info.com has already been noticed, but the effects of the inbound link-building efforts will continue on for weeks, months, and perhaps even longer. It's a package that any site could benefit from. Just ask Lyse-Anne Roy.

Case Study – SBI! Web Site Reputation Builder

WijnandsGalaxy.com

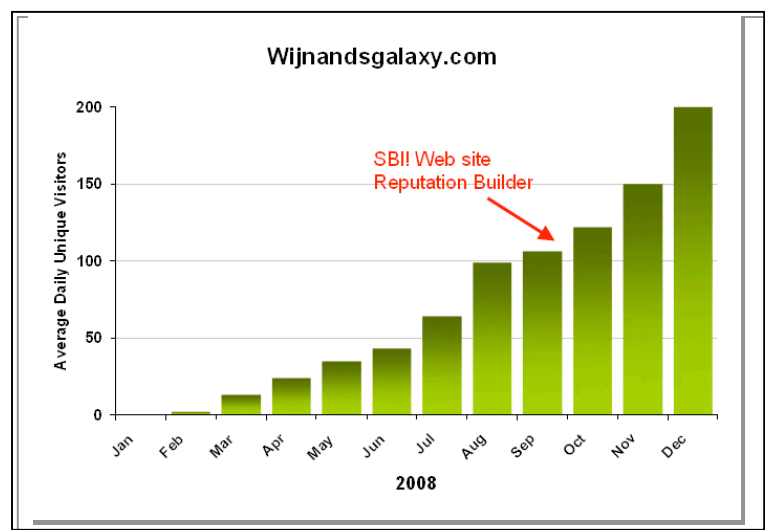
My son is a big Star Wars fan, and a big collector of memorabilia of the movies (with a little help of Mom and Dad). He was really excited when I suggested to help him build an SBI! Web site to showcase his collection, and his love for Star Wars!

Building the site was a challenge, but a labor of love... but to really get the site going I knew we needed to build links, lots of them. I tried for a while to build links. But building links is hard work. It takes effort, and time. Time I don't have right now... so I decided to try out the SBI! Web Site Reputation Builder service.

The results speak volumes.

After we started in January '08, traffic slowly climbed to about a 100 unique visitors a day, but around August, September, we'd see the traffic hit a plateau. At that time, we had started the SBI! Web Site Reputation Builder program.

We didn't get an *immediate* influx of visitors, but after a month or so we did see the traffic grow at an accelerated speed! In December 2008, our traffic had doubled to 200 unique visitors average a day!



And the inbound links have also grown substantially. When we started with the program, we had 115 inbound links to the site (according to Yahoo! Site Explorer) and as of today it has grown to 512. Mind you, those links weren't all built individually by the Reputation Builder, but the growth was surely accelerated by it.

One of the sites submitted to loved the site, and now it's been put on their blog roll... a link on just about every page of their site. Here are a few excerpts of an e-mail they sent (edited for privacy reasons):

"Thank you so much for submitting your site! We totally love it. What an amazing site for such a young man. ... We share the same love as Star Wars as you do, and we hope you enjoy the site! ... Please let us know if there's ever anything we can help you with. We'll be checking in on your site because we think it's lots of fun!"

A very nice comment, yes. But also a strong testimonial on how a Web site with a true voice and a quality link building program work together to hit a homerun. Thank you for that homerun!

Wijnand & Erwin Stenecker.