

Eco-Newsletter Publication

SMART2BEGREEN

Social Media

www.Smart2BeGreen.com

CHALLENGES AND GOALS:

Smart2BeGreen needed exposure, qualified visitors to their website, and new subscribers to ensure success for their Internet business. Also, Smart2BeGreen.com did not rank in search engine results for their top target keywords.

THE SOLUTION:

Tools Used: Google, Twitter, YouTube, Facebook, LinkedIn

WSI implemented a comprehensive, multi-phase Internet marketing campaign for Smart2BeGreen that included:

- » Adding keyword-rich content to every page of their website
- » Implementing social bookmarking and link building strategies
- » Building a social networking presence on Twitter, YouTube, Facebook, and LinkedIn
- » Automating updates for new content distribution
- » Link building campaign for inbound links from other websites

RESULTS:

The impact of our Internet marketing solution after the first six months is staggering, results include:

- » Increased visitors to Smart2BeGreen website by 900%
- » Listed on the 1st three pages of search engine results for more than 780 targeted keywords
- » 1st page listing in Google search results for top 10 keywords
- » Over 1200 keyword phrases are converted to Web site visits
- » More than 450 different sources deliver traffic to the website
- » Over 4000 followers/friends/connections on Twitter, Facebook, LinkedIn, and Plaxo
- » Videos are viewed by several thousand visitors on YouTube

WSI Consultant:
Gregg Towsley
California, USA

TESTIMONIAL:

“WSI’s keyword research, competitive analysis, search engine optimization, and social media marketing helped our website rocket in the ranks of the search engines. Our business has grown as a direct result of WSI’s solutions.”

BILL GUERINGER
President and CEO of Smart2BeGreen.com