

How PageTraffic

## Increased Site Traffic By 200%

For Made to Order Stamps & Seals



Yet Another  
PageTraffic Case  
Study About How  
We Help you Grow.





## Case Study No. 17— Made To Order Stamp & Seal

**Client:** Made to Order Stamp & Seal

**Website:** <http://www.customembossers.com>

**Year:** 2002 - 2005

[Wax Seals](#) | [Wax Sticks](#) | [Corporate Seals](#) | [Notary Seal](#) | [Stationery Embossers](#) | [Custom Embossers](#)



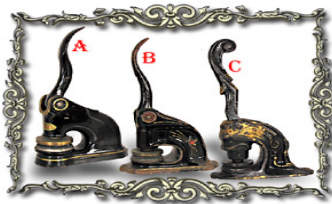
**MADE TO ORDER**  
STAMP & SEAL

**Hand Held Embossers:** Monogrammed • Icon/Logo • Stationery Embossers  
**Desk Embossers:** Monogrammed • Icon/Logo • Stationery • Custom Artwork  
**Other products:** Wax Seals / Wax Sticks • Notary Seal • Electric Embossers  
[Contact Us](#) • [Cart/Checkout](#) • [Home](#) • [Site Map](#) • [Resources](#)  
**FAST 1 Day Service** - [Questions?](#) Call us! **800.606.9655**



Have a question?  
**OFFLINE** CURRENTLY  
[Leave a message](#)

**We Ship Worldwide** 



### ANTIQUE EMBOSSERS - Limited Time Special -

Own one of a very limited number of genuine **Antique Embossers** from the late 1800's to early 1900's!

We've acquired these embossers for you to collect or give as unique gifts to that person who thought they had everything. Add your own artwork or text. We don't believe you'll find these anyplace else. Hurry, we only have a few left!

Click to order: **ICON/LOGO** **MONOGRAM** (text only)

### Situation:

Made To Order Stamp And Seal is a New Mexico based company who specialize in the manufacture of hand held embossers, desk embossers and other similar products like wax seals, wax sticks, notary seals and electric embossers at competitive prices. They provide one day shipping to their customers.

In order to expand their reach and extend their client base, they decided to get their website search engine optimized. They had tried two SEO companies that yielded poor results. After securing information from our referrals and visiting our website they approached us to conduct their campaign.



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### Challenges:

When they contacted us they had almost disappeared from the search engine results of Google and Yahoo but they had no clue about the reason behind this. This was affecting their business and they approached us with the sole desire to dominate the major search engines. The Page Traffic team conducted an extensive research and discovered their falling ranks were the result of certain spamming techniques that were adopted by their previous SEO companies.

Our first challenge was to get them back in Google and subsequently build upon their ranks. We also faced the challenge of converting their dynamic pages into static ones.

It was doubtlessly a difficult task but the Page Traffic staff took up the project with enthusiasm and produced commendable results. They were also investing a lot in pay per click campaigns and they wanted natural listings in Google. The set of keywords for which they wanted their site search engine optimized were:

Wax seal

Wax seals

Initially, these were the two sets of keywords for their SEO project, but soon after, the number of words and phrases increased to ten. To optimize the site of Custom Embossers for these keywords, the Page Traffic team had work to closely with the designing company of the client.



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### Solution:

The first result of this SEO campaign conducted by us was getting the site back into the search results of Google. We removed their dynamic pages and carried out a link building campaign. Getting their site search engine optimized increased their sales phenomenally. Before they launched their SEO campaign, the company shipped only locally. But after the campaign produced results by giving them top positions in all of the major search engines, they began to ship for the international market. Their site traffic doubled, 60% of which came from search engines. The Page Traffic team has sent the sales figures of Custom Embossers escalating.

### Results:

Page Traffic assisted Custom Embossers obtain the following results:

- The site secured natural first page listings in Google
- Their site traffic doubled
- 60% of the traffic came from search engines

Keywords	Search Engines		
	Google	Yahoo	Bing
Wax Seal	5	13	11
Wax Seals	2	4	3
Stationery Embossers	7	5	9
Architect Seals	1	4	5

# Get A Success Story of Your Own. Get in Touch.

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