

# SEO Case Study

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## Window and Door Specialist - Toronto

Window door specialist has increase rankings and traffic consistantly year after year and through 2 redesigned websites.

- Traffic has doubled from on average 700 monthly visitors to an average of 1500 and to a high of 3000 during peak season
- Search engines account for 71% of the traffic to the site

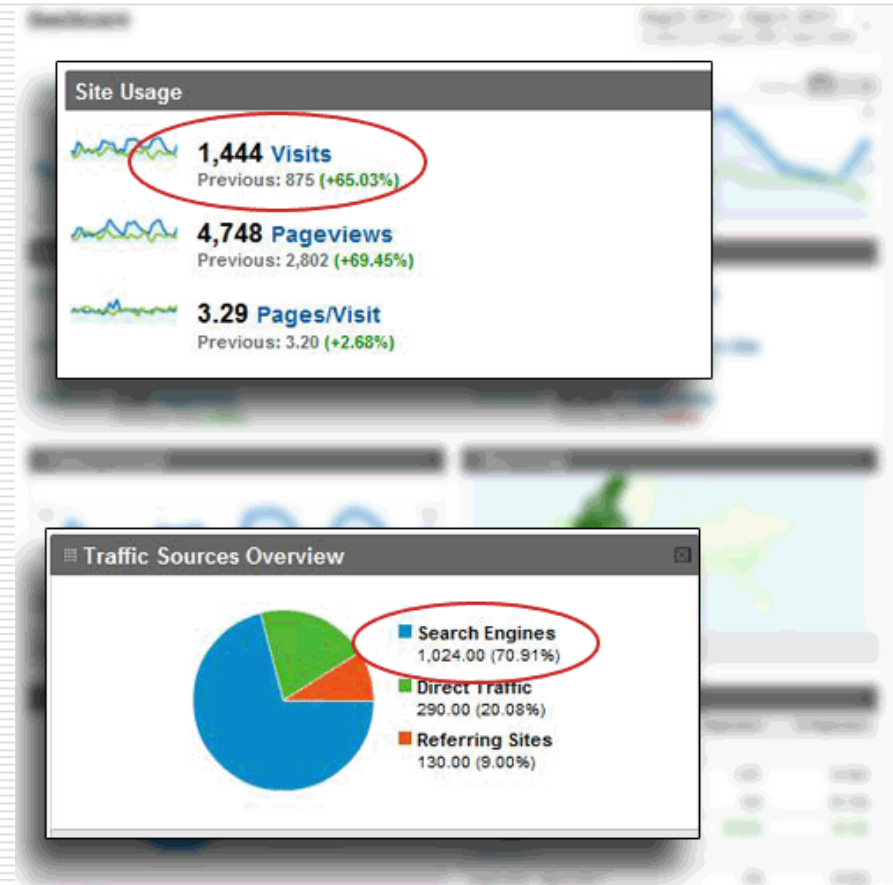
In addition to the value SEO is bringing this client, we have also determined through traffic analysis that expenditures in various directories, listings and paid directories such as Yellow Pages weren't delivering more than 20 to 30 visitors a month and weren't delivering a very good ROI allowing them to cut out any wasteful spending and focus their marketing where results were being delivered.

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SEO has grown the traffic from the original traffic of an average of 700 visitors just under 1500 monthly visitors and a peak of 3000 during the peak season months of March, April, May and June.

70% of all traffic is coming from the search engines, a direct result of the SEO work done.

The contact us form has over 150 visitors a month and a peak of 400 during the peak season months.





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Window and Door Specialist dominates the local Google search engines for Toronto searches for doors and windows and is now increasing the reach to searches by Greater Toronto area names.

Google.ca (the web)				Up
Keyword ▼	Rank	Difference	URL Found	
1 <a href="#">door replacement in toronto</a>	15	+ 25 ▲	<a href="http://www.windowdoorspecialist.com/">http://www.windowdoorspecialist.com/</a>	
2 <a href="#">doors aurora</a>	5	+ 28 ▲	<a href="http://www.windowdoorspecialist.com/windows_d...">http://www.windowdoorspecialist.com/windows_d...</a>	
3 <a href="#">doors in toronto</a>	14	- 1 ▼	<a href="http://www.windowdoorspecialist.com/">http://www.windowdoorspecialist.com/</a>	
4 <a href="#">doors markham</a>	11	+ 17 ▲	<a href="http://www.windowdoorspecialist.com/windows_d...">http://www.windowdoorspecialist.com/windows_d...</a>	
5 <a href="#">doors newmarket</a>	12	+ 4 ▲	<a href="http://www.windowdoorspecialist.com/windows_d...">http://www.windowdoorspecialist.com/windows_d...</a>	
6 <a href="#">doors nobleton</a>	1	+ 1 ▲	<a href="http://www.windowdoorspecialist.com/windows_d...">http://www.windowdoorspecialist.com/windows_d...</a>	
7 <a href="#">doors north york</a>	5	+ 7 ▲	<a href="http://www.windowdoorspecialist.com/windows_d...">http://www.windowdoorspecialist.com/windows_d...</a>	
8 <a href="#">doors richmond hill</a>	1	0	<a href="http://www.windowdoorspecialist.com/">http://www.windowdoorspecialist.com/</a>	
9 <a href="#">doors toronto</a>	10	0	<a href="http://www.windowdoorspecialist.com/">http://www.windowdoorspecialist.com/</a>	
10 <a href="#">doors woodbridge</a>	2	+ 2 ▲	<a href="http://www.windowdoorspecialist.com/windows_d...">http://www.windowdoorspecialist.com/windows_d...</a>	
11 <a href="#">garden doors toronto</a>	3	+ 1 ▲	<a href="http://www.windowdoorspecialist.com/">http://www.windowdoorspecialist.com/</a>	
12 <a href="#">patio doors toronto</a>	5	+ 6 ▲	<a href="http://www.windowdoorspecialist.com/">http://www.windowdoorspecialist.com/</a>	
13 <a href="#">porch enclosures</a>	5	+ 1 ▲	<a href="http://www.windowdoorspecialist.com/porch_enc...">http://www.windowdoorspecialist.com/porch_enc...</a>	
14 <a href="#">storm doors toronto</a>	6	+ 1 ▲	<a href="http://www.windowdoorspecialist.com/">http://www.windowdoorspecialist.com/</a>	
15 <a href="#">toronto door</a>	2	0	<a href="http://www.windowdoorspecialist.com/">http://www.windowdoorspecialist.com/</a>	
16 <a href="#">toronto doors</a>	6	+ 6 ▲	<a href="http://www.windowdoorspecialist.com/">http://www.windowdoorspecialist.com/</a>	
17 <a href="#">toronto window</a>	2	0	<a href="http://www.windowdoorspecialist.com/">http://www.windowdoorspecialist.com/</a>	
18 <a href="#">toronto windows</a>	8	0	<a href="http://www.windowdoorspecialist.com/">http://www.windowdoorspecialist.com/</a>	