

SEARCH ENGINE OPTIMIZATION CASE STUDY



Case Study Client:

Simba Technologies

Date:

September 29, 2005

:: OVERVIEW

Simba Technologies provides industry leading software to help companies with their current and future data connectivity needs. Simba offers both relational and multidimensional data connectivity toolkits and expertise that allows you to build data drivers and data providers that support multiple interfaces, including ODBC, JDBC, OLE DB, OLE DB for OLAP (ODBO), XML for Analysis (XMLA), ADO, ADO.NET, ADOMD, and ADOMD.NET. With Simba's data connectivity products, you gain access to critical data to drive your business forward.

Simba engaged 4AM Group to optimize their targeted website xmlforanalysis.com. The new website provides specific information on XMLA, ODBO, MDX/MDXML, how to build an XMLA provider, and resources on the industry.

RESULTS at a Glance

- 1** Within two months of working with Simba Technologies XMLA website (www.xmlforanalysis.com), we achieved 78 top 30 rankings in Google, Yahoo, MSN, AOL, and ASK.
- 2** The important keywords XMLA, ODBO, XMLA provider, and ODBO provider placed in the top 10 results of Google, MSN, and Yahoo! after two months of relaunching the optimized website.

READ MORE and see **HOW** we did it...

:: OBJECTIVE

Simba Technologies wanted to:

- Get top 30 rankings for the agreed upon keywords in the major search engines that include Yahoo!, MSN, and Google
- Increase qualified website traffic
- Increase number of unique and repeat visitors

:: STRATEGY

Search engine services provided by 4AM Group:

- Research & Analysis
- Keyword List Development
- Tag Optimization
- Copy Editing
- Link Building
- Website Submission
- Reports
- Web Analytics

:: APPROACH

4AM Group utilized a 3 phase strategy for the optimization of the Cinque Terre Vancouver website.

Phase 1 - Research, analysis, & implementation

- 4AM Group optimized xmlforanalysis.com for natural search engine placement. Services included research & analysis, tag optimization, copy optimization, website submission and ranking reports.
- A link building campaign for xmlforanalysis.com created over 35 relevant backlinks.

Phase 2 - Re-optimization

- Simba Technologies provided the xmlforanalysis.com website to 4AM Group to re-optimize all website pages for more keyword phrases. Based on 4AM Group's keyword research, the website was re-optimized with relevant keywords. In addition, 4AM Group launched a link
- A new sitemap page was developed to improve search engine indexing results.
- A reciprocal links page was developed as part of the link building strategy.
- Web ranking reports were generated on a weekly basis starting one month after the re-launch of the website.

[READ MORE about RESULTS and details...](#)

:: RESULTS

Within three weeks of the launch date, 4AM Group implemented the optimization and began the indexing process. Within three weeks of the launch date, www.xmlforanalysis.com appeared on MSN, Google, and Yahoo! for many of the top industry keywords related to XMLA and ODBO data connectivity.

The client's most important search engine for the relaunch of xmlforanalysis.com was Google. Within two months of relaunching the optimized website, 4AM Group helped xmlforanalysis.com achieve 17 top 30 listings of which 13 were top 10 listings. The critical keywords of XMLA and ODBO were listed in the top 10 listings.

:: EFFECT ON BUSINESS

Results based on original objectives:

- 100% increase in website visitors after two months of relaunching the optimized website.
- 78 top 30 rankings in the agreed upon keywords in Google, Yahoo!, MSN, AOL, and Ask Jeeves. (based on WebPosition Gold web ranking report on September 29, 2005)
- The important keywords XMLA, ODBO, XMLA provider, and ODBO provider are in the top 10 results of Google, MSN, and Yahoo! after two months of relaunching the optimized website. (based on WebPosition Gold web ranking report on September 29, 2005)

:: SEARCH ENGINE RANKINGS

results at September 29, 2005

search word *"XMLA"*

GOOGLE	#5	FIRST PAGE
YAHOO	#10	SECOND PAGE
MSN	#4	FIRST PAGE
ASK JEEVES	#6	FIRST PAGE
AOL	#7	FIRST PAGE

search word *"ODBO"*

GOOGLE	#8	FIRST PAGE
YAHOO	#9	FIRST PAGE
MSN	#5	FIRST PAGE
ASK JEEVES	#11	FIRST PAGE
AOL	#1	FIRST PAGE

search word *"XMLA provider"*

GOOGLE	#2	FIRST PAGE
YAHOO	#3	FIRST PAGE
MSN	#1	FIRST PAGE
ASK JEEVES	#8	FIRST PAGE
AOL	#2	FIRST PAGE

:: SCREENSHOTS

www.xmlforanalysis.com



:: OUR STORY

4AM Group develops businesses, concepts and tools that are designed to bring people together, providing the resources to do greater things. 4AM Group understands how the value of authentic relationships truly affects the performance and growth of every organization. **Think of 4AM as igniting the spark.**

Originating in digital technologies, the specific skill of 4AM rests with understanding the complexity of different organizations and the many different needs for creating great relationships. Unlike the cliché approach to relationships that grace almost every company's "mission statement", 4AM understands how the value of authentic relationships truly affects the performance and growth of every organization.

:: 4AM SERVICES



DRIVE MORE BUSINESS

SOLUTION : WEB DESIGN & ECOMMERCE



GET GOOGLE'D GUARANTEED

SOLUTION : SEARCH ENGINE OPTIMIZATION



BUILD MORE LOYALTY

SOLUTION : EMAIL MARKETING



ENGAGE MORE CUSTOMERS

SOLUTION : INTERACTIVE MEDIA

GET 4AM TO WORK FOR YOU AND GET RESULTS GUARANTEED
CALL 1.877.426.8811 OR GO ONLINE WWW.4AM.CA FOR MORE CASE STUDIES