

# SEO Case Study

## CLIENT: MINNESOTA ELECTRICAL ASSOCIATION

Minnesota Electrical Association is a member-owned service organization that provides information, education, National Electrical Code books, forms and government representation to electrical contractors and their stakeholders.

**PROJECT:** Search Engine Optimization Services and Web Site Design

## PROJECT DESCRIPTION AND OBJECTIVES

The Minnesota Electrical Association (MEA) came to Priority with the goal of greatly increasing sales of NEC electrical code books for electricians. It was clear that adding an automated shopping cart to the Web site would be an important component, as well as, a method for advertising the products in the shopping cart. A search engine optimization (SEO) campaign was identified as the most effective way to advertise for the following reasons:

1. With careful keyword planning, incoming visitors would be extremely targeted toward purchase intent.
2. Since target keywords are relatively specific, it would be a more effective use of resources for gaining visibility than through sponsored search or other paid advertising.
3. Many of the product names were unlikely to change over time, which meant less need for extensive ongoing overhauls of the campaign.

To lay the groundwork for an effective SEO campaign, a redesign of the current site was the first step. Updates were implemented to make pages more indexable by search engines as well as to make the site easier to navigate for new visitors. In addition, keyword research was performed to gain an understanding of which terms had sufficient volume to warrant attention. An optimization plan was then developed that would take advantage of the most relevant terms that buyers had been using in their searches for these books. After targeted terms were identified, pages were carefully re-written to meet the desired keyword density that was uncovered through the initial research. Lastly, Priority provided guidance to assist MEA with building an effective external linking system, which would help to solidify the site's authority with the search engines and grow rankings as quickly as possible.



▲ BEFORE



▲ AFTER

**TOP 10 KEYWORDS, MAY 2007**

1. LOW VOLTAGE LICENSE MINNESOTA
2. MINNESOTA ELECTRICAL ASSN
3. MN ELECTRICAL ASSN
4. MINNESOTA ELECTRICIANS
5. 2008 NEC
6. MINNESOTA ELECTRICAL CODE
7. "LOW VOLTAGE LICENSE", MINNEAPOLIS
8. MASTER ELECTRICIAN CLASSES MINNESOTA
9. MINNESOTA ELECTRICAL CONTRACTORS
10. ELECTRIC LICENSE EXAM PREP MN

**TOP 10 KEYWORDS, JUNE 2007**

1. NEC CODE BOOK
2. 2008 NEC
3. NEC 2005
4. NEC CODEBOOK
5. 2008 NEC CODE CHANGES
6. MINNESOTA ELECTRICAL
7. MINNESOTA ELECTRICAL CODE
8. NEC HANDBOOK
9. NEC BOOK
10. CHANGES ON 2008 ELECTRICAL CODE

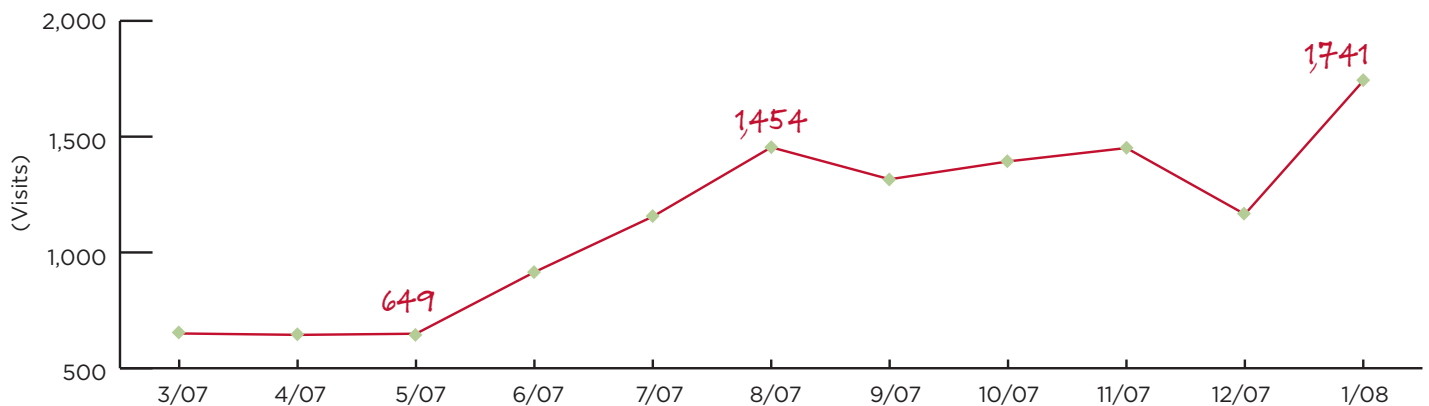
**▲ BEFORE**

Note: Keywords were not related to purchase intent of products.

**▲ AFTER THREE MONTHS**

Note: Keywords are now much more relevant and targeted toward purchase intent.

**INCOMING ORGANIC SEARCH ENGINE TRAFFIC, NON-BRANDED TERMS**



**▲ RESULTS AFTER ONE YEAR**

**SUCCESS MEASUREMENTS**

The results of this integrated SEO and Web redesign initiative were outstanding. Within three months of implementing the project, incoming visitors who had searched for NEC code books and other MEA products had increased by 224 percent. Within less than one year, this number had jumped to 268 percent. More important, sales for these items saw a sharp increase.

**“ Thanks to the help of Priority we were able to greatly increase the visibility of our Web site by being one of the top ranked Web sites on a number of searches relating to our best-selling products. The boost we saw in traffic to our site ultimately led to more customers and more sales. Without the help of Priority’s SEO campaign we would not have had nearly as good of a year or continue to be a top-ranked source for the products we sell.”**

**- SAM DRONG**  
IT & MARKETING COORDINATOR



Contact Priority today for more information and pricing.

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