

SEO CASE STUDY: CRIMSON TRACE

Amplify Grows Year-Over-Year Non-Branded Organic Search Traffic 43%

OVERVIEW & OBJECTIVE

After experiencing only moderate success with another agency, Crimson Trace asked Amplify Interactive to help their site improve search engine rankings & traffic for targeted search terms.

STRATEGY & TACTICS

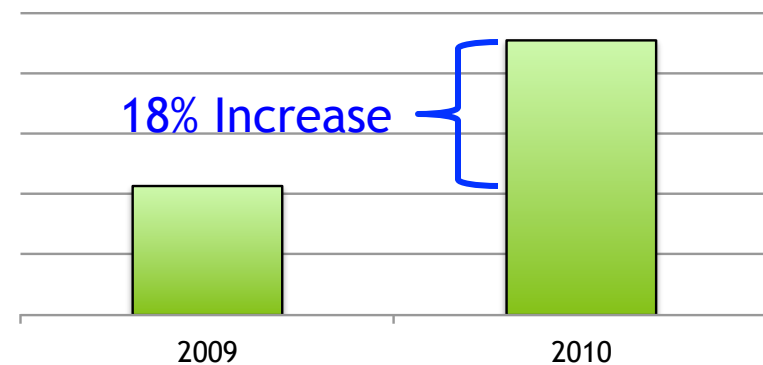
Amplify performed a site audit & identified key areas that lacked critical SEO thinking. Amplify reviewed industry trends & recognized opportunities to further establish Crimson Trace as the industry leader. Our recommendations included:

- **Technical:** Establishing a site hierarchy that supported our search term strategy
- **Content:** Optimize & align the site's content with the search term targeting strategy
- **Authority:** Set the groundwork for an internal linking strategy to establish "linking themes" across the site

RESULTS

- 43% growth of non-branded organic search term referrals
- 1st page rankings for our main keyword targets & secondary targets
- 18% growth in overall site traffic year-over-year

ORGANIC SEARCH TRAFFIC: 2009 v 2010



Non-Branded Organic Search Traffic 43% Year-Over-Year Increase!

