



## CONTENT SYNDICATION CASE STUDY

Client: **PACIFIC**

**PAVINGSTONE**

custom driveways and patios

<http://www.pacificpavingstone.com>

RSS and Content Syndication Tool



<http://www.press-feed.com>

Article writing



Branding and Web Content Strategies

<http://www.falkowinc.com>

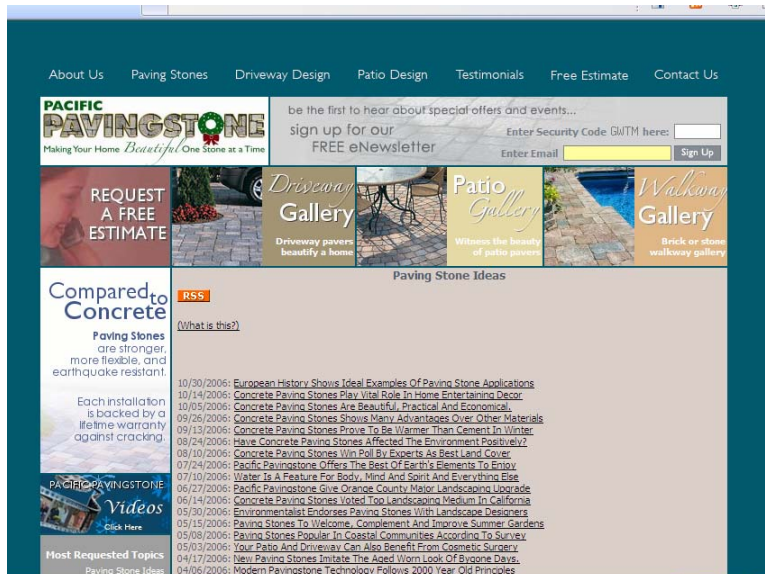
### CASE STUDY

In March 2006 a thorough review of the Pacific Pavingstone website content and search visibility was conducted prior to installing PRESSfeed.

At that time the site had **only one key phrase on page one** in Google – ‘patio pavers’. The rest of the keywords and phrases were not in the first 100

The PRESSfeed content syndication system was installed on the website with an RSS feed. The company hired a writer to create one article a week about patios, driveways, decks and paved garden areas.

These articles were all optimized on the chosen key words and phrases. Each article has links embedded that link back to specific pages on the website about those subjects. Those web pages were optimized for the key phrases..



All articles were placed on the website and syndicated in an RSS feed using the PRESSfeed system...

[http://www.pacificpavingstone.com/ideas\\_index.php](http://www.pacificpavingstone.com/ideas_index.php)

Each link on this index page leads to the full article.



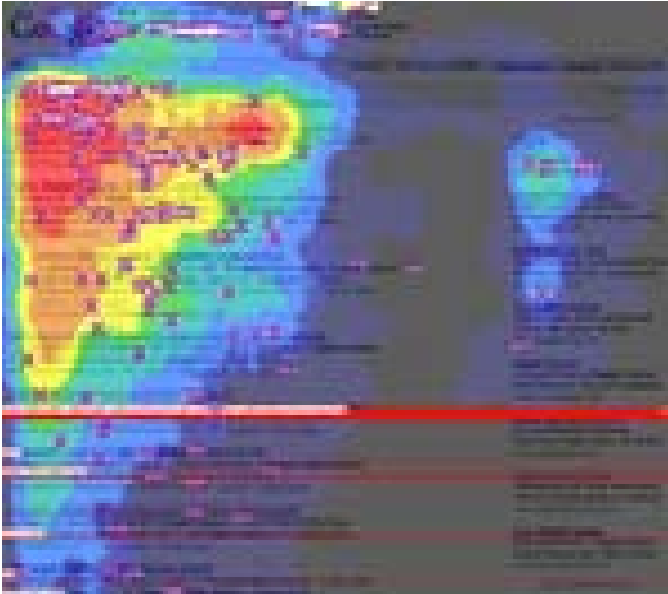
<http://www.pacificpavingstone.com/ideas.php?include=110025>

## Search results as at December 2006

| Keyword /phrase          | # of times searched pre day | Competition in Google | Original Position in Google (March 2006) | Current position in Google (December 2006) |
|--------------------------|-----------------------------|-----------------------|--|--|
| patio pavers             | 115                         | 542,000               | #9                                       | #3 & #4                                    |
| patio paving stones      | 8                           | 973,000               | Not in first 100                         | #1 & #2                                    |
| Patio paver design       | 9                           | 407 000               | Not in first 100                         | #1 & #2                                    |
| Patio paver installation | 16                          | 352,000               | Not in first 100                         | #2   |
| driveway paving stones   | 5                           | 994,000               | Not in first 100                         | #1 & #2                                    |
| concrete patio pavers    | 16                          | 411,000               | Not in first 100                         | #1 & #2                                    |
| Garden patio design      | 38                          | 1,950,000             | Not in first 100                         | #1 & #2                                    |
| paving stones            | 86                          | 1,470,000             | Not in first 100                         | #9   |
| Paving stone             | 42                          | 1,420,000             | Not in first 100                         | #3 & #4                                    |
| Concrete paving stones   | 5                           | 1,280,000             | Not in first 100                         | #1   |

**All keywords/phrases are on page one in Google**

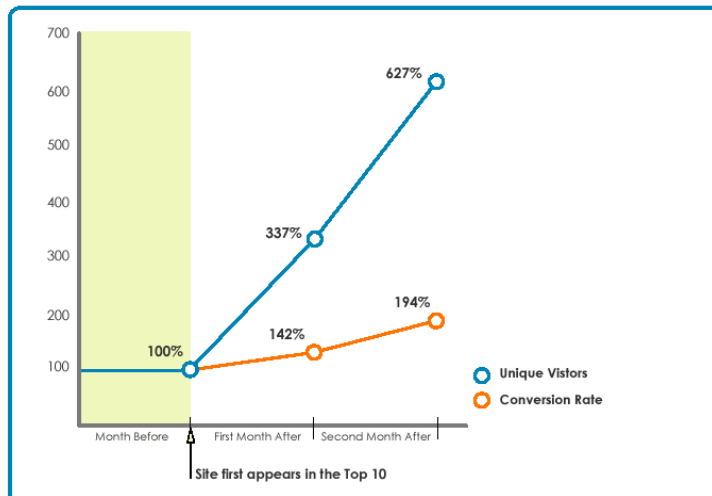
## Why is this important?



Studies have shown that 80% of the traffic on a search term goes to the top five listings. This is supported by this eye-tracking study. It shows that most of the traffic on a Google search page goes to the organic listings at the top left-hand side of the screen.

The OneUp Web study showed that when you get onto page one in Google your traffic will increase by 600% and your conversion rate will double

Traffic and Conversion Rate Change for Sites Appearing on Google's First Results Page



Source: Oneupweb, 2005

The combination of adding well-written, optimized content to your website and syndicating this content in an RSS feed is a proven SEO strategy. It builds valuable inbound links to your website and results in higher search engine rankings.

[Find out more about RSS and content syndication:](#)