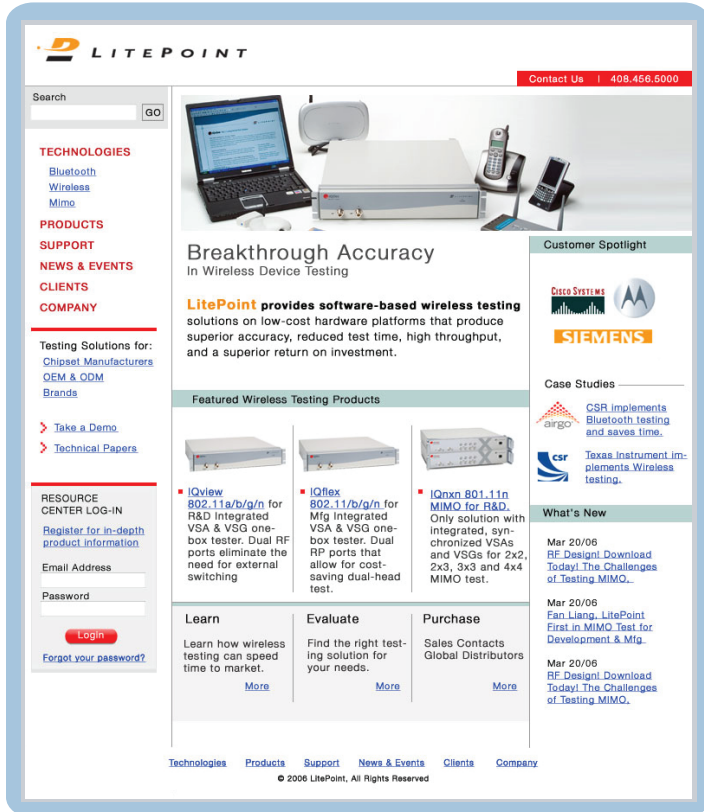


Case Study Series:

Search Engine Optimization

www.litepoint.com



THE CHALLENGE

ToTheWeb evaluated the site statistical data and search rankings and found two major problems:

- A homepage design that didn't offer direct access to the most important content for serious buyers.
- Important search phrases were not used in the site content, resulting in low search engine rankings.

SOLUTIONS

- **Keyword Research:**
ToTheWeb researched hundreds of words to come up with the most relevant content to be incorporated into site content including Title and Description Meta tags.
- **Homepage Redesign:**
An analysis of the existing site architecture and homepage structure revealed multiple areas of potential improvement. In consultation with LitePoint sales personnel, new homepage designs were developed.
- **Link Building:**
As inbound links are critical to achieving strong search engine rankings, a link building program was initiated to secure links from other sites in the wireless test field.

Results: 4-Months

- **First Page Rankings in Google**
 - First page rankings on Google for 17 web pages compared to only 3 in the previous website
 - Top 30 rankings for 43 keyword phrases compared to 6 in the previous website
- **Traffic Increases Across the Board**
 - 53% increase in visitors after revised site launched in late Aug. 2006
 - Large increases in direct visits, visits from search engines, and referring websites
- **Increased Visitor Interest - 42% Increase in New Visitors**
 - First page rankings on Google for 17 LitePoint pages compared to only 3 in the old website
 - Top 30 rankings for 43 LitePoint keyword phrases compared to 6 in the old website