

Search Engine Optimization

Achieve top search engine rankings for targeted keywords that drive potential customers to your website. Through various methods, HyperX Local can increase your company's organic or natural search engine rankings on top search engines such as, Google and Yahoo. Top placement on search engines allows your potential customers to find you before the competition.

Features & Benefits

Increase Natural Search Rankings: The number one way customers looking for your products or services find you is through top search engines such as, Google and Yahoo. Increasing your rankings will allow more potential customers to find you.

Get Quality Traffic: Using only keywords specific to your company ensures that the traffic you will get from SEO will be quality traffic.

Customized Campaigns: HyperX Local will work with your company to perform keyword research and analysis to determine the most cost-effective keywords for your business. Using HyperX Local allows you to maximize your dollars spent.

Get in Front of Your Customers: Looking to get in front of your potential customers? Using HyperX Local to increase your organic search rankings on top search engines and get your business in front of the customers looking for you.

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Case Studies - Search Engine Optimization

Garbett Homes

Problem: Garbett Homes, one of Utah's top home builders needed a cost-effective way to increase unique visitors to their corporate website with a goal of increasing sales volume at their five Utah home developments.

Solution: HyperX Local implemented an organic search engine optimization strategy that targeted the local keyword phrases that correlated to the audience most likely to buy homes in Utah. HyperX Local used an array of SEO tools, techniques and strategies to increase organic search rankings on Google, Yahoo and MSN for the targeted keywords.

Results: Through these efforts, within the first three months, HyperX Local doubled the number of weekly unique visitors to the Garbett Homes corporate website. In addition, during this period overall sales were up from the previous quarter and over 40% of buyers reported discovering Garbett via organic search engine results.

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UCN

Problem: UCN, the leading provider of telecommunications software, needed a way to get ranked on top search engines in a highly specific and competitive industry in order to increase targeted traffic and generate sales leads.

Solution: HyperX worked with UCN to develop a list of the top keywords associated with UCN's products and industry. HyperX then performed a comprehensive keyword analysis to determine the most optimal keywords to target and implemented a comprehensive search engine optimization campaign over the next 12 months.

Results: After an extensive SEO campaign, HyperX was able to get UCN ranked in the top 3 positions on Google, Yahoo, and MSN for over 15 of the industry's top keywords, with many of the keywords as the top placement.

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