



## **Case Study: KLONSYS SEO for sellmeyourcollectibles.com**

### **About sell me your collectibles:**

Sell me your collectibles is always looking to buy rare and vintage collectibles and memorabilia. They want to buy old stuff and they buy large collections. They want to buy old and vintage baseball cards (prior to 1975), football cards, basketball cards, and non sports card collections. They pay cash for unique collectibles, large collections, estates, memorabilia, and rare collections. They also buy old war memorabilia, Playboy Magazines, Jet Magazines, First Edition Books, and more.

### **The Challenge:**

Sellmeyourcollectibles.com had some respectable rankings when they contacted Klonsys. But were not ranked in the Top 10 on Google for several important keywords in a few of their important service categories. Their goal was to generate more traffic by ranking for more highly searched competitive terms and regain their rankings that had slipped as more competitors moved into the market.

### **The Solution:**

Once an optimization strategy was devised and implemented for each of the pages, Klonsys SEO team quickly moved onto adding keyword-rich content at the proper density levels to each of the pages. Klonsys SEO team also created a new global navigation and implemented it into the site making the previously buried service pages more accessible. This was supported by a link popularity campaign to increase the number of links coming into the home page and important category pages.

### **Identifying Issues:**

The first task in hand was to pin point on the issues on the client website. Following issues were observed:

1. Most of the targeted keywords were not in the top of the organic search.
2. Link popularity was very low.
3. The organic traffic for their site comprised of very few visitors.

## The Actions: (Taken by KLONSYS SEO team)

1. Popular Keyword research was done and a set of keywords was generated on the basis of positive SEO value, decent traffic expectations and more importantly the probability to get high search engine ranking.
2. Klonsys team allocated on-page as well as off-page factors in the best way required for sell me your collectibles.
3. Initiated and theme based link building.
4. Optimized the link popularity to increase the Search engine ranking and organic traffic.
5. Sellmeyourcollectibles.com team was extremely supportive to implement all the changes in a timely manner.

As a result, sellmeyourcollectibles.com has achieved comprehensive search visibility at the national, Regional and local levels.

## Results Achieved:

Sellmeyourcollectibles.com is truly an SEO success story. With a focused theme, a new SEO- and user-friendly site, and keyword-optimized content, Klonsys has built a strong and lasting online presence for sellmeyourcollectibles.com. Klonsys achieved top rankings for sellmeyourcollectibles.com. Other successes include:

- 70% increase in traffic with approximately 1,600 visitors each week
- 90% of which were first time visitors
- Each visitor spent approximately 3/4 minutes on the site and viewed at least 6/7 pages per visit

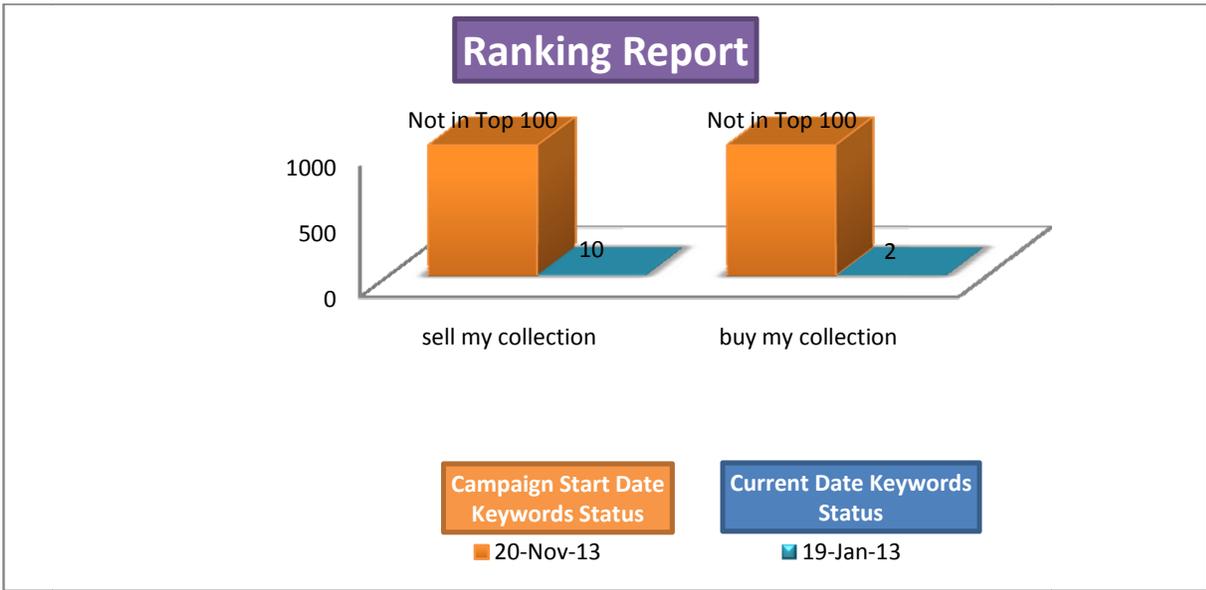
## Search Engine Ranking for Targeted Keywords

### SEARCH ENGINE RANKING FOR TARGETED KEYWORDS

*Client: Sellmeyourcollectibles.com*

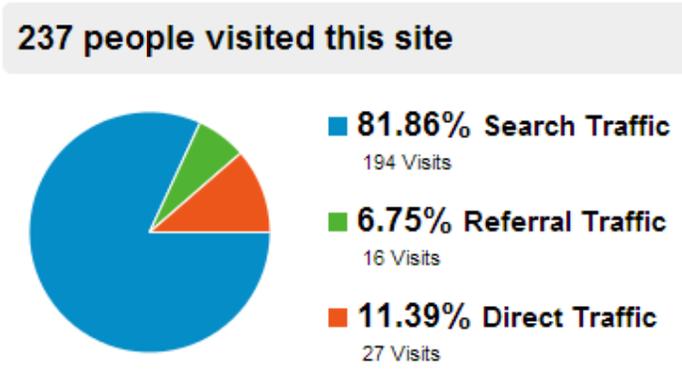


Keywords	21-Oct-12	19-Jan-13
sell my collection	1000	10
buy my collection	1000	2



CURRENT STATUS:

*Keywords in top 10: 2*



**Conclusion:**

The business relationship between Klonsys and Sell me your collectibles has made the client Site [sellmeyourcollectibles.com](http://sellmeyourcollectibles.com) in becoming an SEO campaign success story that it is today.