

SEO Case Study

Client: Calor SRL



URLs:

- <http://www.calorserv.ro> - main website
- Client also has about 1000 domains, we will only focus on a few of them that have content and SEO done.

Product: plumbing, heating equipment

Campaign: search engine optimization

Time Frame: 8 June 2010 - 16 December 2010

* This project came from Elance (<http://www.elance.com>)



Background / "About us" from the client

- Over 20 years of experience. One of the main players on the market
- Offers thousands of products for lots of happy customers
- Has its own showroom and storage facility



Challenge:

I took over the Clients portfolio trying to figure out the best way to use his domains without being worried about a possible penalty from Google.

We started with SEO on his main site and added a little social media and pay per click.

One of the main requests was to get on first page with “centrale termice”, “piscine”, “boilere”. The competition for them both was breath taking, but we were not discouraged.

The results:

website	keyword	final position	initial position	final date	initial date
calor.ro	cronotermostat	3	infinite	16 dece 2010	y
calor.ro	pompe submersibile	5	infinite	16 dece 2010	y
calorifereelectrice.ro	calorifere electrice	1	infinite	16 dec 2010	y
calorserv.ro	aspersoare	1	7	16 dec 2010	8 june 2010
calorserv.ro	boilere termoelectrice	1	20	16 dec 2010	8 june 2010
calorserv.ro	centrale electrice	1		16 dec 2010	y
calorserv.ro	centrale termice	1	67	16 dec 2010	8 june 2010
calorserv.ro	centrale termice pe lemne	1	2	16 dec 2010	8 june 2010
calorserv.ro	cosuri de fum	1	3	16 dec 2010	8 june 2010
calorserv.ro	cronotermostat	1		16 dec 2010	y
calorserv.ro	fose septice	1	2	16 dec 2010	8 june 2010
calorserv.ro	hidrofor	1	6	16 dec 2010	8 june 2010
calorserv.ro	incalzire electrica in pardoseala	1	32	16 dec 2010	8 june 2010
calorserv.ro	pompe de caldura	1	29	16 dec 2010	8 june 2010
calorserv.ro	pompe submersibile	1	4	16 dec 2010	8 june 2010
calorserv.ro	relee termice	1	7	16 dec 2010	8 june 2010
calorserv.ro	rezervoare apa	1		16 dec 2010	y
calorserv.ro	seminee pe lemne	1	18	16 dec 2010	8 june 2010
calorserv.ro	sisteme solare complete	1	10	16 dec 2010	8 june 2010
calorserv.ro	sobe	1		16 dec 2010	y
calorserv.ro	sobe pe lemne	1	53	16 dec 2010	8 june 2010
calorserv.ro	statii de epurare	1	4	16 dec 2010	8 june 2010
calorserv.ro	statii epurare	1		16 dec 2010	y
calorserv.ro	teava cupru	1	8	16 dec 2010	8 june 2010
calorserv.ro	ventilatoare	1	9	16 dec 2010	8 june 2010

calorserv.ro	ventilator baie	1	14	16 dec 2010	8 june 2010
calorserv.ro	aeroterme electrice	2	infinite	16 dec 2010	8 june 2010
calorserv.ro	centrale termice electrice	2	4	16 dec 2010	8 june 2010
calorserv.ro	contactori	2	9	16 dec 2010	8 june 2010
calorserv.ro	detectoare de gaz	2		16 dec 2010	y
calorserv.ro	incalzire in pardoseala	2	28	16 dec 2010	8 june 2010
calorserv.ro	incalzire pardoseala	2		16 dec 2010	y
calorserv.ro	instalatii hidraulice	2		16 dec 2010	y
calorserv.ro	panouri radiante	2	29	16 dec 2010	8 june 2010
calorserv.ro	pompa de caldura	2		16 dec 2010	y
calorserv.ro	pompe cu tocat	2	15	16 dec 2010	12 octombrie 2010
calorserv.ro	ventilatoare baie	2	17	16 dec 2010	8 june 2010
calorserv.ro	centrala termica	3		16 dec 2010	y
calorserv.ro	generatoare abur	3	11	16 dec 2010	8 june 2010
calorserv.ro	hidrofoare	3		16 dec 2010	y
calorserv.ro	panouri radiante infrarosu	3	13	16 dec 2010	23 septembrie 2010
calorserv.ro	sobe pe gaz	3		16 dec 2010	y
calorserv.ro	termometru	3	21	16 dec 2010	8 june 2010
calorserv.ro	ventilatoare de acoperis	3	8	16 dec 2010	8 june 2010
calorserv.ro	boiler	4	23	16 dec 2010	8 june 2010
calorserv.ro	centrale termice pe gaz	4	17	16 dec 2010	8 june 2010
calorserv.ro	filtre apa potabila	4		16 dec 2010	y
calorserv.ro	ventilatoare axiale	4	9	16 dec 2010	8 june 2010
calorserv.ro	ventilatoare de tubulatura	4	9	16 dec 2010	8 june 2010
calorserv.ro	armaturi industriale	5	13	16 dec 2010	8 june 2010
calorserv.ro	centrale termice de apartament	5		16 dec 2010	y
calorserv.ro	generator abur	5		16 dec 2010	y
calorserv.ro	pe teava	5	244	16 dec 2010	8 june 2010
calorserv.ro	piscine	5	19	16 dec 2010	y
centrale-termice-electrice.ro	centrale termice electrice	1	infinite	16 dec 2010	y
centrale-termice-pe-gaz.ro	centrale termice pe gaz	1	infinite	16 dec 2010	y
centrale-termice-pe-lemne.ro	centrale termice pe lemne	2	infinite	16 dec 2010	y
copilariei.ro	desenele copilariei	4	infinite	16 dec 2010	y

debransare.ro	debransare	1	infinite	16 dec 2010	y
generator-abur.ro	generator abur	1	infinite	16 dec 2010	y
generator-abur.ro	generatoare abur	2	infinite	16 dec 2010	y
panouri--solare.ro	panouri solare	4	infinite	16 dec 2010	y
pompe- submersibile.ro	pompe submersibile	2	infinite	16 dec 2010	y
retete-pizza.ro	retete pizza	3	infinite	16 dec 2010	y