



www.ZoneDietInfo.com

Overview

ZoneDietInfo.com is a website providing information about the Zone Diet food plan. It offers eating tips, facts, and advice on weight loss.

Client Goals

1. A page 1 Google ranking for "zone diet" and other related keywords
2. Increase in web site traffic.

Preliminary Site Analysis and Observations

USA Web Solutions performed a preliminary site analysis and observed that zonedietinfo.com did not have a sufficient amount of incoming links. We also determined that much on-page optimization needed to be completed and that there was not a sufficient amount of on-site content.

SEO Strategy

USA Web Solutions started project with keyword research , content rich pages creation and performed on-page optimization for the web site index page (home page) as well as its inner pages. The theme of each page was clearly defined using carefully selected keywords so that every section of the website was easy for search engines to identify.

An off-site link building campaign was also undertaken. As part of our link building strategy, we promoted the client's website on general directories as well as directories that were directly related to the services offered by the company (theme-based directories). In addition, we

conducted a social media optimization campaign by writing and submitting articles to content sharing websites (such as Digg.com), promoting the website's blog, creating and promoting RSS feeds, and submitting the website to social book marking sites.

Results

Total increase in traffic over a 6 month period: **33,816 visitors**

Key Phrases	Google Ranking
zone diet	5
zone diet food	5
zone diet delivery	9
zone diet at home	2
zone diet home delivery	1
zone diet program	1
zone diet menu	7
zone diet meals	7