



Background

ActionHandling.co.uk is an online store for heavy industrial equipment. It deals with different kind of instruments and equipment like, weighing machines, lifters, storages equipments and others. **Plexus (Pvt.) Ltd.** has signed the contract of **Action Handling** in Aug 2008. It really was a tough challenge for us to achieve any milestone, as the desired keywords have competition in millions and **Action Handling** was no where there on most of its desired keywords.

After our efforts of only three months we have now covered the major part of our focused destination and achieved what is normally achieved after the efforts of six months or perhaps more.

This success story covered three major part of any SEO Campaign, which includes following:

- Link Building
- Keyword Positioning
- Visitors

Achievements

Link Building

In Aug 2008, since we have assigned the project of Search Engine Optimization for **Action Handling**. At that time **Action Handling** had **2 links** in Google and **462 links** in Yahoo. We have worked specially on its link building segment and the result is fabulous. Now **Action Handling** has **14 high PR** links in Google, **719 links** in Yahoo.

Links			
www.Actionhandling.co.uk			
Date	Google	Yahoo	MSN
8/18/2008	2	462	N/A
9/1/2008	2	462	N/A
9/15/2008	3	558	N/A
9/29/2008	8	826	N/A
10/10/2008	12	803	N/A
27/10/2008	14	735	N/A
10/11/2008	14	719	N/A



Keyword Positioning

It is an undeniable fact that good keyword positioning always produces high leads that may end up as closed sale. In August 2008 only few keywords with domain name have prominent position on different search engines, domain name keywords always have low competition and it is easy to secure good position on them. After our working of just 3 months we have secured good positions on keywords, which can generate high traffic, or in the other words it can be said that we have occupied positions on keywords desired by client. Following is a snapshot from our report, in which a vivid comparison of our efforts can be observed clearly.

Keywords	Positioning		
	Google	Yahoo	MSN
Nov-08			
action handling	1	2	3
action handling equipment systems	2	4	3
action handling equipment	1	1	1
industrial lifting equipment	18	59	6
manual lifting equipment	12	4	4
equipment for lifting	0	31	14
material lifting equipment	15	15	2
lifting equipment manufacturers	0	10	0
lifting and handling equipment	85	3	1
ergonomic lifting equipment	0	0	0
automotive lifting equipment	0	0	0
lifting operations and lifting equipment	0	29	47
lifting equipment for sale	0	20	7
material handling and lifting equipment	14	11	1
material handling lifting equipment	26	11	1
lifting equipment	0	43	39
lifting equipment suppliers	79	8	3
material handling equipment	31	85	12
materials handling equipment	0	82	15
material handling equipments	66	29	13
material handling equipment purchase	0	61	42
bulk material handling equipment	0	0	0
magnetic material handling equipment	0	0	0
material handling equipment manufacturer	0	0	0
material handling equipment conveyors	0	0	0
material handling equipment conveyor	0	0	0
material handling	0	0	49
material handling systems	0	0	0
material handling system	0	0	0
material handling product	0	0	20
materials handling systems	0	0	0
material handling industry	0	0	0
material handling lifts	0	0	0
materials handling system	0	0	0
material handling products	0	0	18
manual handling equipment	0	43	37
industrial handling equipment	2	0	20
handling equipment for materials	0	16	77
materials lifters	0	63	0
material handling conveyors	0	0	0
material handling conveyor systems	0	0	0
Aug-08			
action handling	6	3	2
action handling equipment systems	6	5	3
action handling equipment	1	1	1
industrial lifting equipment	47	0	7
manual lifting equipment	0	2	2
equipment for lifting	0	4	12
material lifting equipment	6	0	2
lifting equipment manufacturers	0	0	0
lifting and handling equipment	68	1	1
ergonomic lifting equipment	0	0	0
automotive lifting equipment	0	0	0
lifting operations and lifting equipment	0	0	0
lifting equipment for sale	0	12	7
material handling and lifting equipment	0	14	3
material handling lifting equipment	0	17	3
lifting equipment	0	13	30
lifting equipment suppliers	0	0	4
material handling equipment	0	0	12
materials handling equipment	0	0	16
material handling equipments	0	0	9
material handling equipment purchase	0	0	2
bulk material handling equipment	0	0	0
magnetic material handling equipment	0	0	0
material handling equipment manufacturer	0	0	0
material handling equipment conveyors	0	0	0
material handling equipment conveyor	0	0	0
material handling	0	0	0
material handling systems	0	0	0
material handling system	0	0	0
material handling product	0	0	0
materials handling systems	0	0	0
material handling industry	0	0	0
material handling lifts	0	0	0
materials handling system	0	0	0
material handling products	0	0	0
manual handling equipment	0	0	0
industrial handling equipment	0	31	0
handling equipment for materials	0	0	0
materials lifters	0	0	0
material handling conveyors	0	0	0
material handling conveyor systems	0	0	0

Visitor & Sale Increment

Action Handling has only achieved more than 3,000 visits a month twice before our working, but after our efforts they have set the visitors target to at least **3,000** a month and now they are growing with the rate of **500** visits per month. This has increased their sales to a prominent mark.

