

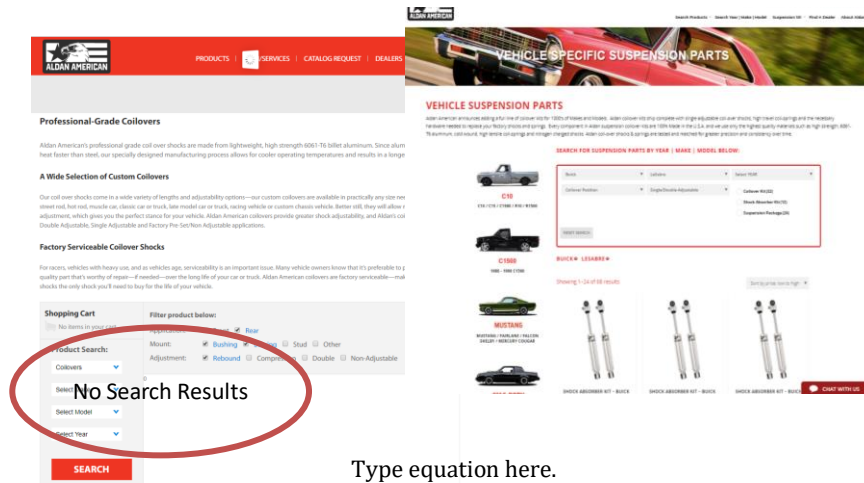


# Tangerine Marketing Case Studies

**Made in the U.S.A. Coilovers, Shocks, Suspension.** Builtout site as a wholesaler distributor with robust data base going from 600 skus (and pages) to 18,000 pages all the while testing best practices for optimization of Year-Make-Model variations. This was accomplished with a combination of dynamic unique content/titles/metas and static urls along with shared /optimized for web images. This was to keep the site streamlined while providing many more pages to rank organically and drive in more traffic. This testing generated greatly increased growth traffic in a three month period

- Database was built and maintained to ensure easy addition of new products and categories.
- Product pages were designed and a/b tested to drive (and track ) links to wholesalers.

Initially on site search capability was limited so focus was on creating robust search capabilities:



Type equation here.

- Robust Search Capabilities

## Top Position Keywords: Comparison of Competitors/Previous Rank



### TOP POSITION KEYWORDS (1-5) - comparing Competitors/Previous Rank (YOY) 4

#	Keyword	Google SERP Features	Google Rank *					Google Previous Rank					Google Difference											
			americ.	at.net	Ridotech	eckler	TPS	POL	kw/sup	americ.	at.net	Ridotech	eckler	TPS	POL	kw...								
24	corvette coilover	★	1	15	18	3	5	in top 50	19	2	15	22	6	12	in top 50	2	+1	0	+4	+3	+7	Sta.	+1	
25	custom coilover springs	★	1	14	23	1	in top 50	in top 50	5	24	36	38	in top 50	in top 50	in top 50	in top 50	+4	+10	+13	Sta.	Sta.	Sta.	Sta.	-15
26	corvette coilover springs	★	1	8	21	2	49	in top 50	37	19	16	27	4	49	in top 50	2	+18	+8	+6	+2	0	Sta.	+11	
27	corvette coil-over kit	★	2	5	7	1	13	47	16	1	13	30	2	15	in top 50	1	-1	+8	+23	+1	+2	En.	0	
28	corvette coil over kit	★	2	5	7	1	10	45	14	1	14	35	3	23	in top 50	1	-1	+9	+28	+2	+13	En.	-3	
29	american made coilovers	★	2	2	8	42	in top 50	11	7	2	6	38	28	in top 50	31	0	0	-2	-4	Sta.	Sta.	+20	0	
30	www.aldanamerica.com	★	2	2	in top 50	in top 50	9	in top 50	21	4	in top 50	Not in top 50	8	in top 50	16	in top 50	0	0	Sta.	Sta.	Sta.	Sta.	-5	Sta.
31	custom coilover suspension	★	2	12	5	5	in top 50	29	9	10	24	38	in top 50	in top 50	in top 50	in top 50	+3	+2	+19	Sta.	Sta.	Sta.	En.	0
32	c5 corvette coilovers	★	2	13	15	in top 50	5	in top 50	33	6	14	13	in top 50	11	in top 50	1	+4	+1	-2	Sta.	Sta.	Sta.	+15	
33	chevelle coilover kit	★	2	12	19	1	in top 50	18	4	in top 50	14	9	21	28	in top 50	31	in top 50	+12	-3	+2	Sta.	Sta.	Sta.	+13
34	non adjustable coilovers	★	2	38	in top 50	in top 50	in top 50	in top 50	16	42	26	28	in top 50	in top 50	in top 50	in top 50	+14	+4	Dr.	Sta.	Sta.	Sta.	Sta.	Sta.
35	corvette coil over springs	★	3	11	5	1	21	in top 50	39	1	12	27	2	18	in top 50	2	-2	+1	+21	+1	-3	Sta.	+15	
36	corvette coil-over springs	★	3	11	5	1	22	in top 50	40	2	12	30	1	21	in top 50	2	-1	+1	+24	0	-1	Sta.	+15	
37	corvette coilovers	★	3	22	20	10	4	in top 50	12	4	34	24	21	14	in top 50	2	+1	+12	+4	+11	+10	Sta.	+8	
38	corvette coil overs	★	3	22	20	11	4	in top 50	12	4	38	23	21	14	in top 50	2	+1	+14	+3	+10	+10	Sta.	+8	
39	corvette coil over	★	3	22	20	10	4	in top 50	12	4	36	24	21	14	in top 50	2	+1	+14	+4	+11	+10	Sta.	+4	
40	chevelle coil over conversion	★	3	15	14	in top 50	in top 50	8	4	in top 50	18	11	41	28	in top 50	12	in top 50	+15	-4	+27	Sta.	Sta.	Sta.	+4
41	el camille suspension upgrade	★	3	2	12	in top 50	in top 50	16	4	in top 50	10	11	41	28	in top 50	12	in top 50	+15	-4	+27	Sta.	Sta.	Sta.	+4
42	short coil over shocks	★	4	10	2	in top 50	in top 50	in top 50	in top 50	6	18	11	28	in top 50	in top 50	in top 50	in top 50	+2	0	+9	Sta.	Sta.	Sta.	Sta.
43	chevelle coilovers	★	4	14	9	in top 50	in top 50	29	4	in top 50	7	15	4	28	in top 50	in top 50	in top 50	+3	+1	-6	Sta.	Sta.	En.	Sta.
44	malibu coilover	★	4	14	19	in top 50	in top 50	37	4	in top 50	15	27	28	in top 50	in top 50	20	in top 50	+1	+1	+8	Sta.	Sta.	Sta.	+17
45	gm a body suspension kits	★	4	2	12	in top 50	in top 50	9	4	in top 50	33	2	41	28	in top 50	7	in top 50	+29	0	+29	Sta.	Sta.	Sta.	-2
46	universal coilovers kit	★	5	26	4	in top 50	in top 50	in top 50	15	3	14	5	28	in top 50	in top 50	in top 50	in top 50	-2	-12	+1	Sta.	Sta.	Sta.	+4
47	aldan	★	5	in top 50	in top 50	in top 50	in top 50	in top 50	in top 50	in top 50	in top 50	in top 50	in top 50	in top 50	in top 50	in top 50	in top 50	in top 50	in top 50	in top 50	in top 50	in top 50	in top 50	in top 50