



The Power Behind Performance®

SEO Case Study

Power Systems

August 2009

August 19, 2009 | Version 1.0

Author: Jeffrey Nichols

Power Systems SEO Case Study

URL: www.power-systems.com

Product: Fitness Equipment for Professionals

Campaign: Search Engine Optimization

Timeframe: March 16, 2009 – Present

Background:

Power Systems is the leading provider of health, exercise, sport performance, and fitness. They've provided coaches, athletes, and fitness experts with a wide assortment of quality sports and fitness training equipment since 1986. For total athletic development and general fitness training, Power Systems has the most current fitness equipment and exercise programs available.

Challenges:

In February 2008 the website was moved to a new software platform, the result of the migration was a huge drop in search engine rankings & traffic. Other major concerns included:

- Javascript only navigation
- No XML sitemaps
- HTML sitemap did not include all content
- Large number of content pages which were not indexed
- Poor page titles & descriptions resulted in weak SERP entries
- Unused javascripts loading on every page resulting in slow performance
- Incomplete implementation of Google Analytics resulting in incorrect data
- Reciprocated links with low-value
- Proprietary site search feature which was difficult to use

Actions Taken:

Multiple projects were initiated in order to address the issues outlined above. Internal Education department and copywriters were leveraged to provide accurate titles & descriptions of products for those lacking this content.

- Navigation redeveloped using XHTML & CSS
- Dynamic XML sitemaps which update weekly and index all content
- HTML sitemap updated to generate links to more content
- Optimized meta data for all product & category pages to create traffic-driving SERP entries
- Complete overhaul of Google Analytics implementation
- Javascript code elements consolidated to a single library (jQuery)
- Reciprocated links to PS owned properties removed
- Replaced site-search with Google custom search once entire site had been indexed
- Reduced occurrences of duplicate content
- Wrote 301 redirects for existing links which no longer had valid destinations

Results:

The data collected by Google Analytics was verified to be correct within a 6% margin.

Search Engine:

google

Feb 19, 2009 - Aug 18, 2009

