

Vintage Vaquero Search Engine Optimization



The team at AR & Co. provided top-notch know-how in rewriting my website. Their expertise greatly boosted traffic to my site.

—Don L. Moe
Owner, Vintage Vaquero

Don Moe has been a rancher on the Central Coast of California his entire life; he is a true cowboy in every sense of the word. Having spent countless hours riding horses, he discovered the secret to creating a saddle that would help the horse perform better and provide the rider more comfort. With the finest training and over 30 years of experience, Don has hand-crafted and custom designed numerous saddles, both Western stock and new vintage-looking Western. His Vintage Vaquero saddles have been delivered throughout the United States, Canada, Germany and around the world.

EXHIBIT A: "PRE" SEARCH ENGINE OPTIMIZATION

VintageVaquero.com's results *before* AR&Co. embedded keywords into their website.

KEYWORD (Searched on 8/5/08 on Google)	SEO RESULTS
paso robles vintage horse saddles	N/A through page 10
paso robles custom made horse saddles	N/A through page 10
paso robles vaquero silver	N/A through page 10
paso robles custom made spurs	N/A through page 10
paso robles custom made spurs and bits	N/A through page 10
paso robles saddle makers	N/A through page 10
paso robles saddles	N/A through page 5
paso robles hand made saddles	N/A through page 10
paso robles hand made horse saddles	N/A through page 10
hand made saddles in san luis obispo county	N/A through page 10
vintage saddles in san luis obispo county	N/A through page 10
san luis obispo county hand made saddles	N/A through page 10
san luis obispo county vintage horse saddles	N/A through page 10
san luis obispo county custom made horse saddles	N/A through page 10
san luis obispo county vaquero silver	N/A through page 10
san luis obispo county custom made bits and spurs	N/A through page 5
san luis obispo county handmade saddles	N/A through page 10
vintage saddles in california	N/A through page 10

EXHIBIT B: "POST" SEARCH ENGINE OPTIMIZATION

VintageVaquero.com's results *after* AR&Co. embedded keywords into their website.

KEYWORD (Searched on 1/16/09 on Google)	SEO RESULTS
paso robles vintage horse saddles	Page 1, #1
paso robles custom made horse saddles	Page 1, #1
paso robles vaquero silver	Page 1, #1
paso robles custom made spurs	Page 1, #3
paso robles custom made spurs and bits	Page 1, #3
paso robles saddle makers	Page 1, #3
paso robles saddles	Page 1, #1
paso robles hand made saddles	Page 1, #1
paso robles hand made horse saddles	Page 1, #1
hand made saddles in san luis obispo county	Page 1, #1
vintage saddles in san luis obispo county	Page 1, #2
san luis obispo county hand made saddles	Page 1, #1
san luis obispo county vintage horse saddles	Page 1, #4
san luis obispo county custom made horse saddles	Page 1, #4
san luis obispo county vaquero silver	Page 1, #2
san luis obispo county custom made bits and spurs	Page 1, #1
san luis obispo county handmade saddles	Page 1, #2
vintage saddles in california	Page 1, #4

Findings

Prior to AR & Co.'s rewriting of the Vintage Vaquero website, the site had poor standings in Google search results. In almost all cases, the Vintage Vaquero site was not found in Google results for over ten pages. After AR & Co. rewrote the website with a focus on key words, the search engine status jumped dramatically, frequently to the first page of Google results and often to the very first result.

These findings were true for city, county, state, and national level results:

- } Before, a search for "Paso Robles Saddles" showed no results for Vintage Vaquero through page five of Google results; today the site comes in as the first result on the first page.
- } "Handmade Saddles in San Luis Obispo County" produces a first-listed result, whereas before Vintage Vaquero did not show up for over ten pages.
- } When searching for "Vintage Saddles in California," Vintage Vaquero did not come up for more than ten pages; now it is the fourth result on the first page.
- } On the national level, a search for "Handmade Saddle Makers in the United States" finds Vintage Vaquero on the first page in the tenth spot.