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Search Engine Optimization Results for Klages Web Design

These are copies of information emailed to clients with updates about how their sites are performing.

**Site: www.whitewatervoyages.com
Complete Site Redesign by KlagesWebDesign.com**

Email sent to client on 6/30/08 – 2 months after the new site went live:

So far in May, you had 18922 visitors look at 69667 pages and in **June you had 23088 visitors look at 85618 pages** - those are both really good numbers.

By way of comparison, the number of page views shown in Stat Counter prior to the new site were :

Month	Page Views
Jan	12140
Feb	13712
Mar	21246
April	28610 (from 12641 visitors)
NEW SITE WENT LIVE	
May	69667 (18922 visitors)
June	85618 (23088 visitors)

So as you can see, the amount of traffic has **TRIPLED** since April.

Looking at Statcounter for 2007, peak traffic occurs in May, June, and July and the highest number of page views you ever had on the old site was 45516, **so we have just about doubled your traffic with the new site over the best numbers ever on the old site.**

Furthermore, in this month of June 2008, the stats show that people who came to the site by way of a search engine numbered 14019 (out of our 23088 visitors). These visitors used 4992 different search phrases that ended up bringing them to the site. So, about 60% of the visitors came from search engines, and it is this which accounts for most of the growth in overall traffic since the number of direct visits and links in from other sites are about the same as they were previously.

OLD SITE DESIGN

NEW SITE DESIGN



Site: www.brukoffdesign.com

Email sent to client 4/19/07:

Site was a total redesign. Old site previously had less than 100 visitors per month.

Hi Barry,

I had to increase the bandwidth allocation on your design web site again as your traffic is continuing to grow! You are over 6000 visitors looking at over 20,000 pages per month and your bandwidth which had been under 1 GB / month (which is the standard hosting account allocation) has been raised 3 times and I just had to bump it again to 5GB... If it goes any higher, I will have to raise your monthly hosting cost a little help pay for the extra traffic (which is not a bad thing).

We are getting 3000 vists / month now from Google Image search which is pretty interesting.... Your images are now ranking high for the keywords of interest just like your pages are.

Here is the list of top search phrases that people actually used to find your site (as reported by the web statistics package), and I don't think this list could be any better than it is:

Search Keyphrases (Top 10) From Server Statistics

674 different keyphrases	Search	Percent
modern interior design	354	19.5 %
contemporary interior design	109	6 %
modern interior	83	4.5 %
modern interior designs	54	2.9 %
modern office interior design	34	1.8 %
interior design portfolio	28	1.5 %
luxury home interiors	26	1.4 %
interior lighting design	26	1.4 %
modern interior designers	24	1.3 %
contemporary interior designs	23	1.2 %
Other phrases	1047	57.9 %

Google Search Results: (8/8/07)

contemporary interior designer	#1
modern interior designer	#2
modern interior design	#3
contemporary interior design	#6

UPDATED SEARCH RESULTS JUNE 2008 for BrukoffDesign.com

Date	Search Phrase	Position in Google	Relative Traffic Indicator
22.06.2008	design home interior luxury	1	65
22.06.2008	design modern interior	1	0
22.06.2008	design interior modern	1	1311
25.06.2008	luxury home interior design	1	65
25.06.2008	modern interior designer	1	34
25.06.2008	modern interior designing	1	40
25.06.2008	modern interior designers	1	0
25.06.2008	modern desert interior design	1	0
26.06.2008	residential lighting design and layout	1	0
22.06.2008	contemporary interior designer	2	78
22.06.2008	contemporary interior designs	2	0
22.06.2008	design house interior luxury	2	33
22.06.2008	design interior modern portfolio	2	33
24.06.2008	interior design modern portfolio	2	32
24.06.2008	interior modern	2	3457
26.06.2008	portfolio associate interior design	2	40
26.06.2008	residential lighting design and layout	2	0
20.06.2008	amber design associates	3	0
22.06.2008	contemporary interior designers	3	0
22.06.2008	contemporary designer interior	3	55
22.06.2008	design in interior modernism	3	32
24.06.2008	interior design modern	3	0
24.06.2008	interior contemporary designs	3	0
24.06.2008	interior design contemporary	3	0
24.06.2008	interior design contemporary portfolio	3	27
25.06.2008	modern and contemporary interior design	3	0
25.06.2008	modernist interior design	3	0
25.06.2008	modern interior designs	3	0
25.06.2008	modern interior design	3	1311
26.06.2008	projects interior home office design	3	0
20.06.2008	architectural commercial interior lighting	4	26
22.06.2008	design interior philosophy	4	63
24.06.2008	interior modern design	4	0
24.06.2008	interior design associates	4	0
24.06.2008	international interior design associates	4	0
24.06.2008	interior architectural lighting	4	0
24.06.2008	interior design lighting plan	4	0
24.06.2008	interior design lighting plans	4	0

21.06.2008	boutique design interior modern	5	30
22.06.2008	contemporary design interior	5	628
22.06.2008	contemporary design interior portfolio	5	30
22.06.2008	design interior magazine modern	5	71
24.06.2008	interior design assoc	5	0
25.06.2008	old english interior decorations	5	0
26.06.2008	residential lighting designers	5	0
20.06.2008	architectural lighting designs	6	0
20.06.2008	architecture interior modern	6	86
22.06.2008	contemporary home interior luxury	6	33
22.06.2008	contemporary interior design	6	888
22.06.2008	designed architectural lighting	6	0
23.06.2008	hawaii design associates	6	0
23.06.2008	home interior luxury	6	194
25.06.2008	luxury interior homes	6	0
25.06.2008	modern contemporary interior	6	0
25.06.2008	modern contemporary interior design	6	0
25.06.2008	modern interior lighting	6	35
26.06.2008	residential lighting designer	6	0
20.06.2008	apartment interior modern	7	41
20.06.2008	architectural lighting associate	7	27
22.06.2008	contemporary interiors	7	0
22.06.2008	design modern interiors	7	0
22.06.2008	design architectural lighting	7	0
23.06.2008	home interior luxurious	7	34
24.06.2008	interior lighting modern	7	35
25.06.2008	lighting design association	7	0
25.06.2008	modern interior style	7	47
25.06.2008	modern interior architecture	7	0
26.06.2008	santa fe style interior design	7	43
22.06.2008	contemporary design house interior luxury	8	26
22.06.2008	contemporary design interior modern	8	117
22.06.2008	contemporary architectural lighting	8	0
22.06.2008	contemporary interior design modern	8	59
22.06.2008	design fe interior santa style	8	43
24.06.2008	interior lighting designs	8	0
25.06.2008	luxury home interior	8	194
25.06.2008	modern interior design magazine	8	71
25.06.2008	modern interior design magazines	8	0
25.06.2008	modern interior design photos	8	0
25.06.2008	mid century modern interior design	8	0
26.06.2008	plan design associates	8	0
20.06.2008	architectural lighting designer	9	35
20.06.2008	architectural lighting designers	9	0
22.06.2008	contemporary interior lighting	9	37
22.06.2008	designed architectural lighting co	9	0
24.06.2008	interior design associate	9	57
25.06.2008	modern interior	9	3457
26.06.2008	residential lighting design	9	86
26.06.2008	residential lighting design service	9	0
20.06.2008	architectural lighting design	10	697
22.06.2008	contemporary interior design picture	10	36
22.06.2008	contemporary interior home lighting	10	0
25.06.2008	modern lighting designs	10	0
25.06.2008	modern lighting design	10	29
20.06.2008	architectural design associates	11	0
24.06.2008	lighting interior design	11	0
25.06.2008	luxurious homes interior	11	0
25.06.2008	mid century interior design	11	0
20.06.2008	architectural design lighting	12	1476
20.06.2008	architectural lighting works	12	0
22.06.2008	color consulting san diego	12	32
22.06.2008	design lighting residential	12	68
22.06.2008	design idea interior modern	12	137
24.06.2008	lighting design interior	12	0
25.06.2008	luxury interiors	12	0
20.06.2008	architectural designer lighting	13	35
22.06.2008	contemporary interiors magazine	13	0
24.06.2008	interior design lights	13	0

24.06.2008	lighting layout design	13	0
24.06.2008	lighting interiors	13	0
24.06.2008	lighting designer san francisco	13	29
24.06.2008	lighting in interior design	13	0
25.06.2008	lighting design layout	13	38
25.06.2008	luxury home interiors	13	0
25.06.2008	modern interior design style	13	0
24.06.2008	lighting designers san francisco	14	0
22.06.2008	design and lighting	15	0
24.06.2008	interior design association	15	232
25.06.2008	luxury homes interior	15	0
25.06.2008	office interior design award	15	0
20.06.2008	architectural interior lighting	16	0
21.06.2008	building lighting modern	16	154
22.06.2008	designing lighting	16	0
24.06.2008	interior associates	16	0
24.06.2008	interior design associations	16	0
24.06.2008	lighting designing	16	0
25.06.2008	lighting for interior design	16	0
25.06.2008	pbc international books	16	0
20.06.2008	architectural design associate	17	38
22.06.2008	contemporary interior house	17	32
22.06.2008	design layout lighting	17	38
24.06.2008	interior residential lighting	17	0
24.06.2008	interior design lighting	17	0
25.06.2008	modern interior design pictures	17	0
22.06.2008	design architectural	18	0
24.06.2008	hospice design	18	0
24.06.2008	interior design kitchen lighting	18	0
24.06.2008	interior home lighting design	18	0
26.06.2008	portfolio interior lighting	18	0
20.06.2008	architectural lighting associates	19	0
20.06.2008	architectural custom design lighting	19	26
22.06.2008	design lighting modern	19	29
24.06.2008	interior design photos modern	19	0
24.06.2008	interior lighting designers	19	0
24.06.2008	king design associates	19	0
24.06.2008	lighting interior designer	19	0
20.06.2008	architectural lighting projects	20	0
22.06.2008	contemporary lighting designers	20	0
22.06.2008	designing interiors	20	0
25.06.2008	luxury homes interiors	20	0
25.06.2008	lighting design magazines	20	0
25.06.2008	lighting design san francisco	20	0

Site: www.desk-trainer.com

Email sent to client 3/29/07

They built the site and I have been consulting on changes to improve traffic

Current Ranking in Google for Selected Phrases:

One thing I don't know if you are aware of or not is that Desk-trainer now holds position #9 and 10 on Google for "desk exercises" for www.desk-trainer.com/ and www.desk-trainer.com/about/anat_method.php. In the BBClone stats, google is sending 8262 visits (since 2/11) and the top keywords are "desk" with 4418 and "exercises" with 3607 hits, so it seems pretty clear that this placement in Google is bringing in a good amount of visitors. So, we don't want to make any changes that would hurt that positioning.

Another good result we have is for office workplace ergonomics where D-T is now #5 and #6 on Google for [guidelines/posture_vision.php](#) and www.desk-trainer.com/about/. Out of 1,130,000 pages, I am very pleased with this result.

For reduce repetitive strain injury we rank #3 & #4 out of 557,000 for the home page and www.desk-trainer.com/about/facts_and_figures.php

For repetitive stress injury we rank #99 out of 1,320,000 for www.desk-trainer.com/about/facts_and_figures.php which does not even have that phrase in the title tag, so this is term we could try to improve with some new content.

For micro breaks we rank #1 out of 1,440,000 for www.desk-trainer.com/about/micro_breaks.php

For upper and lower back pain we rank #28 for [pain.php](http://www.desk-trainer.com/about/upper_and_lower_back_pain.php) Which is not bad out of 1,370,000 pages, but this is one phrase we might want to work on improving.

Another term we do well with is guidelines for chair adjustment where we are #1 out of 1,110,000 pages for [guidelines/](http://www.desk-trainer.com/about/guidelines_for_chair_adjustment.php) (I am amazed we are #1 for this one! - even though I doubt it brings in a lot of traffic. We out ranked a couple of .edu and non-profit sites, which is usually pretty tough to do.)

For office stretches we are #14 out of 1,320,000 pages for www.desk-trainer.com/about/anat_method.php. This is another one we could try to move up in the rankings because I see both "office" (1063) and "stretches" (366) in our top 40 keywords.

Another phrase is preventing carpal tunnel syndrome where we currently rank #47 out of 1,080,000 for www.desk-trainer.com/about/micro_breaks.php

UPDATE July 5, 2008 – Client reports traffic is now up to 30,000 visitors / month

Site: www.InvestorsRecoveryService.com

Site was a redesign by me.

Email sent to client 8/3/07

I wanted to give you an update on our status of where we rank in Google for the FREE search results. As you know, this is a very competitive area, and I am quite pleased with these results:

Recover market losses #1 on Google (out of 11,900,000)
recover losses investment fraud #1 on Google (out of 1,920,000)
investors recovery service #1 on Google
recover stock fraud #1 on Google (out of 2,250,000)
recover investment fraud losses #2 on Google
investment fraud losses #4 on Google
Recover stock losses #6 on Google (out of 2,300,000)
Stockbroker fraud #19 on Google
stockbroker fraud arbitration #12 on Google
securities arbitration stock fraud #12 on Google (out of 2,790,000)
Securities arbitration #38 on Google (out of 2,110,000)
Warren Resources Oil & Gas Fund #47 on Google

Site: www.RobertHunterInvest.com

Site was a redesign by me

Email sent to client 7/31/07

One of our target keyword phrases was independent financial advice marin county and you are now ranked #1 out of 335,000 for that search. You are #1 out of 435,000 for financial advice marin county. Also ranked #1 for investors advice marin county. & #1 for local investment advisor marin county. and #2 for investment advisor marin county.

Site: www.catmassage.com

Site design by KlagesWebDesign.com

Email sent to client 10/29/07

(This site sells books and DVD's about how to massage your dog or cat).

For cat massage book you are #1 (even ahead of Amazon). You are also in position #2, #4, #5, #12, #14, #16

For cat massage dvd you are #1, #2, #3,

for cat massage video you are #6

For Cat Massage, your site is listed in position # 6 and #7 (out of 2,580,000 pages)

for dog massage you are #8 and #9 (out of 3,940,000 pages)

For dog massage book, you are #8 and #9, except Google Book Results appear before the search results and you are #1 there also .

For Dog Massage DVD, the Product search result lists your DVD on Circuit City at #1, then your site is in position #6 , #7 and #8 (out of 1,890,000 listings)

Site: www.workingresources.com

Site design by KlagesWebDesign.com

Email sent to client 10/29/07

professional effectiveness articles – you are #1 out of 2,830,000 total results

psychological testing for employment screening you are #1 and #2 out of 1,240,000 total results

executive management coaches - #2 and #3 out of 894,000

employee skill assessment - #2 and #3 out of 1,280,000

testing for employment screening you are #12 and #13 out of 1,560,000

Society for Advancement of Consulting board approved - you are #1 out of 894,000 results

career satisfaction quiz #5 out of 782,000

Site: www.anatbanielmethod.com

Site redesign by KlagesWebDesign.com

Email sent to client 12/2/07

(This was about 1 month after completing the redesign)

Search term	Our Rank	Total No. of Competing Pages
anat baniel method	1	242,000
treating developmental disorders	6	1,220,000
early intervention in learning disabilities	11	1,300,000
Early Intervention Child Autism	19	983,000
Brachial Plexus Treatment	26	469,000
Cutting-edge Treatment for Cerebral Palsy	1	56,500
Treatment for brain injured child	22	1,460,000
scoliosis exercises for child with special needs	1	134,000
Vitality and anti-aging solutions	1	230,000
anti-aging solutions	19	1,370,000

Site: www.highwaymotorschico.com

New site design by KlagesWebDesign.com

Email sent to client with final invoice 12/3/07

if you Google "Second hand cars Chico" your site is already in position No. 4 and No. 5 in Google! There are 446,000 pages that google finds in that search, and you are 4th! That is much faster than I expected to see any results.

For 'highway motors', your site is now 31 & 32, and for 'highway motors chico', you are in positions 1, 2, 3, & 4 (the first 2 are Chamber of Commerce listings). So, that is pretty darn good for starters.

Wow, I just searched 'custom paint jobs chico' and you are in position #1 and #2! For 'Chico auto body repair shop' your site is #14 and for 'Chico auto accident repair' you are in #1 and #2 !!

This surprises me how quickly you have gotten ranked so well. I love it when a plan comes together.

Site: www.airportexpresssf.com
 Site redesign by KlagesWebDesign.com
 Email sent to client with final invoice 12/21/07

These are the web server statistics for Dec 10, 2007 when the new site went live to Dec. 25, 2007. Since we switched over on 12/10 you have over 2600 visitors and 7200 page views in only 15 days. So that is pretty great. Search engines brought 1353 of those visitors and 982 were links from other sites.... mostly the SFO site.

Search Keyphrases (Top 10)
[Full list](#)

538 different keyphrases	Search	Percent
san francisco airport shuttle (We Rank #6 and #7 in Google)	175	13 %
oakland airport shuttle (We rank #8 and #9 in Google)	94	7 %
airport express san francisco (We rank #1 and #2 in Google)	52	3.8 %
sfo airport shuttle (We rank #10 and #11 in Google)	36	2.6 %
airport shuttle oakland (We rank #8 and #9 in Google)	26	1.9 %
airport shuttle san francisco (We rank #6 and #7 in Google)	25	1.8 %
san francisco airport shuttles (We rank #6 and #7 in Google)	20	1.4 %
oakland airport transportation (We rank #7 and #8 in Google)	19	1.4 %
oakland airport shuttle service (We rank #6 and #7 in Google)	19	1.4 %
sf airport shuttle (We rank #6 and #7 in Google)	16	1.1 %
Other phrases	857	64 %

These results are a dramatic improvement vs. the old web site. Plus, customer conversion from traffic to ticket sales is much better due to the improved site design and ticket ordering process.

OLD SITE DESIGN

NEW SITE DESIGN

The old website design features a prominent left-hand navigation menu with links for Home Page, Services, Rates, Discounts, Contact Us, Employment, Oakland, and Weather. The main content area is filled with text and images, including a large 'AIRPORT EXPRESS SAN FRANCISCO' logo and a 'NEWS' section. The overall aesthetic is dated and lacks a clear visual hierarchy.

The new website design is significantly more user-friendly. It features a clean, modern layout with a clear header, a large hero image of a van, and distinct sections for services and booking. The text is larger and more legible, and the overall aesthetic is professional and easy to navigate.

Site: www.alliancerealestatemanagement.com
Site redesign by KlagesWebDesign.com

Here are some of the current ranking results on Google and also the total number of other pages found (ie. competing for) the same phrase.

TERM	POSITION IN GOOGLE	No. of competing pages
alliance real estate management chico	2 & 3	25500
alliance property management chico ca	1 & 2	20200
alliance real estate management	7	517000
alliance real estate	9	660000
alliance property management chico	4 & 5	20200
house rentals chico, ca	1, 19, 20	74000
house rentals chico	14 & 15	74300
apartment rentals chico	10 & 11	53400
professional property manager chico	1 & 2	368000
doing property management yourself chico	1	29400
chico rental management fees	1	15300
chico property investors	2 & 3	30600
Housing Options Chico State University Students	7	13500
Housing Options Chico State University	4	13600
Chico State University housing rentals	23	32700
Chico, CA Area Attractions	8 & 9	30300
Application Information for Chico Rentals	1 & 2	19200
chico, ca rentals	26	130000
chico, ca apartment rentals	17 & 18	52800
chico, ca house rentals	19 & 20	75500
chico, ca duplexes for rent	35	14100
rental management fees chico	1 & 2	15300
rental management fees chico, ca	1 & 2	15200

That is 21 phrases in the first 2 pages of results, 8 phrases at #1 in Google, and 17 phrases on the first page of results which is a huge improvement over the results from the previous site, would you not agree? I don't recall being able to find the old site in the top ten for anything, do you? In any case, this is pretty good for the short amount of time since we made the changes.