

## CASE STUDY

# Palm Harbor Homes SEO

Founded in 1977, Palm Harbor Homes is a national leader in the manufactured homes industry.



The company builds and sells premium manufactured and modular homes. Palm Harbor Homes selected Vizion Interactive to provide organic search engine optimization (SEO) and consultation on site redesign and development.

## Objective

Palm Harbor Homes came to Vizion Interactive in 2006, seeking more targeted traffic to their website. Further, we set out to engage in ongoing efforts to increase the website's rankings for several keywords, with a primary focus on gee-related terms to drive relevant traffic to location-specific pages with the goal of increasing qualified leads.

## Solution

Vizion Interactive assisted in-house staff at Palm Harbor Homes in the redesign and development of a search-engine-friendly website.

## The process included:

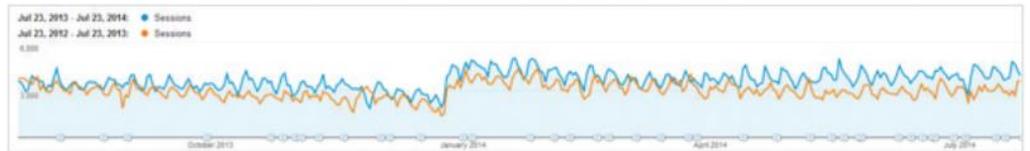
- > Keyword research
- > Copy reviews / edits
- > Video Optimization
- > Competitive analysis
- > Design review / recommendations
- > Analytics set-up / review / analysis
- > Content gap analysis
- > Content management system consultation
- > Ongoing recommendations
- > Information architecture guidance
- > URL rewrite recommendations / redirects
- > Local search consultation

# Results

Vizion Interactive measures success based on our clients' goals. For Palm Harbor Homes, success depends on year-over-year (YoY) visitor growth, as well as lead generation to location model centers.

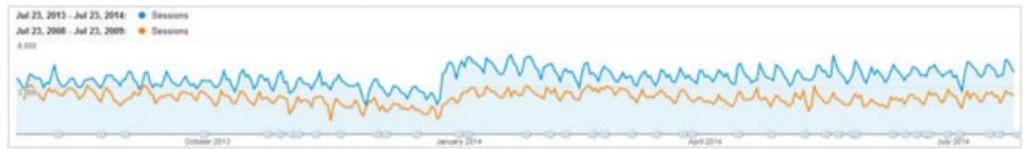
**22%**  
Increase  
2013 – 2014

From 2013 to 2014, YoY organic traffic and location-level leads increased 22%.



**22%**  
Increase  
2008 – 2014

Over a six-year period, from 2008 to 2014, YoY organic traffic increased 57%. This is a comparative increase in yearly traffic of 482,000 organic visitors.

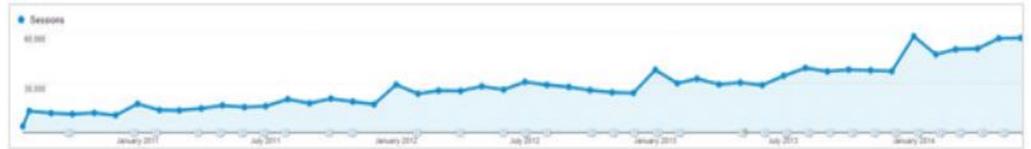


**185%**  
Keywords  
2008 – 2014

Over this same time period, when we review the level of keyword visibility in Google, we see the number of ranking keywords has risen from 745 terms to 2,107 terms, an increase of nearly 185%.

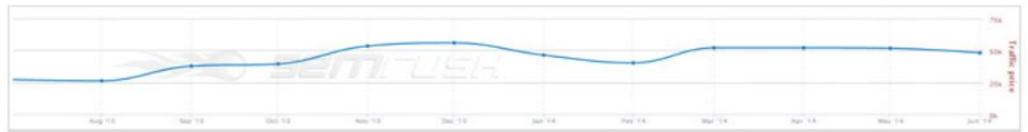


As mentioned previously, we set out to drive organic traffic to location-specific content to help increase lead generation. Over the course of our engagement, we have seen this section's referrals continue to grow, as illustrated by the increase that took place from 2011 to 2014.

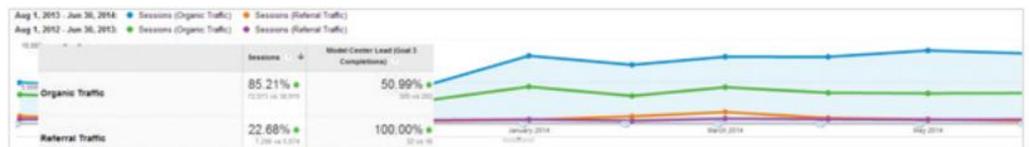


**185%**  
Keywords  
2008 – 2014

So, what is all this added organic traffic worth? By examining the search engine traffic value (estimated cost of visitors coming to a site organically vs. the cost of the same number of visitors generated through ads), we see the monthly value is now nearly 400% of the value recorded in 2010. In 2014 alone, traffic value has more than doubled to a value of \$4,8 000 per month.



Success at the location level has earned the ability to work in local listing SEO-related efforts. Those locations which were optimized further in this regard have shown even more success than those listings without further local optimization.



After proving value from SEO efforts, Palm Harbor extended the engagement to include pay per click (PPC) marketing efforts, as well as Local Listing Management.



“I have no doubt that I selected the right search engine optimization company. They have actively managed our search engine optimization campaigns and I have no doubt that we will be partners for some time to come.”

– Colleen Rogers, VP of Branding and Advertising