

**Rock Bottom Golf | #3
in Google for Golf Clubs,
Sales from SEO up 100%**

#3 in Google for Golf Clubs, the shopping cart is ringing off the hook! Yahoo!!

How Rock Bottom Golf got more than a 100% increase in sales from SEO

Case Study Background

Rock Bottom Golf is a discounter of golf clubs and golf accessories, and at the time was #308 in the Internet Retailer Top 500. Before working with McDougall Interactive, they had not done any significant SEO, but had a large following and customer base. They knew they needed to improve their search engine visibility and hired McDougall to handle the technical SEO and link building.

Marketing Tactics

- On-page SEO edits
- Internal linking optimization
- Writing category page text in the voice of “Scratch the Caveman”
- Link building
- Online public relations
- Designed and created entertaining Flash video game for user engagement

The Results

- Initial results included number one rankings for “cheap golf clubs”, “discount golf clubs,” and more, as well as multiple long tail searches and product/brand names.
- After 2 years, Rock Bottom Golf ranked #3 in Google for “golf clubs” – a very high traffic and highly competitive term.
- Sales attributed to search engine optimization grew more than 100%.

Paraphrased email from Brian Schwank of Rock Bottom Golf:

“John, now that we hit #3 in Google for Golf Clubs, the shopping cart is ringing off the hook! Yahoo!!”

Internetretailer.com then picked up on what McDougall did and wrote an unsolicited story on them. And Rock Bottom Golf bragged about McDougall improving their SEO as well with the following:

New approach to optimization helps Rock Bottom Golf tee up more sales

"Doing a better job with site optimization helped Rock Bottom Golf keep web sales out of the rough in the fourth quarter.

*Though Rock Bottom Golf, No. 308 in the Internet Retailer Top 500 Guide, won't disclose specific numbers, web sales in the fourth quarter grew year over year primarily because the company spent the last six months working to improve its natural search rankings. **Sales attributed to search engine optimization grew 100% in the fourth quarter of 2008 compared to the fourth quarter of 2007**, says Rock Bottom Golf director of marketing Brian Schwank. In comparison, sales attributed to our paid search program grew by only 25%.*

To better optimize its web site, Rock Bottom Golf worked with McDougall Interactive, a Gloucester, MA, web site design and interactive marketing firm, to improve its natural rankings on major search engines, particularly Google, Schwank says.

McDougall conducted an analysis of the golf and golf manufacturing keywords that produced the highest rankings and generated the best click-through rate on various Google pages. McDougall then worked with Rock Bottom Golf to add more spider-friendly content to its home and category pages.

Specifically, Rock Bottom Golf created a blog and added more specific golfing-related product keywords such as Nike Golf, Sasquatch Sumo and Callaway Golf X 460 Graphite Driver to its category and merchandise pages. Where we used to appear on the third and fourth pages of a Google search, now we're getting higher up on the first page, Schwank says. We added a lot more text and the site is better optimized as a result. We added specific keywords that generated the best click-through rate and conversion.

In addition to improving site optimization, Rock Bottom Golf in early 2009 will add an affiliate marketing program and use an application from ChannelAdvisor Corp. to place products on comparison shopping sites."

Click here to learn about McDougall's [search engine optimization services](#).