

Fact Sheet

A LSF INTERACTIVE SUCCESS STORY



I am impressed by the work done for our site by the LSF Interactive Team.

It is incredible to know the sort of results that search engine optimization can produce in such a short period.

It's been a pleasure to work with quality people who understand search engines service and the results.

Tanushree Battacharya
Marketing Director / Herbspro



The Organization

HerbsPro educates people around the world about a healthier and successful lifestyle by providing high quality natural health care products and dietary supplements.

Business Situation

When HerbsPro began marketing its products in June 2005, its site was ranked beyond the fifth page in Google™ for the key term "Herbal Supplement Store" and **traffic from Search Engines was less than one percent.**

Online Goals

Working in conjunction with Herbspro, LSF Interactive set out to help improve the situation by establishing a substantial **Search Engine Optimization** program with the goals of...

- Increasing Search Engine page ranking
- Increasing visibility via Search Engine Optimization (SEO)
- Increasing customer conversion rates

The Results

Based on the above objectives, which included the development of essential keywords, developing a Link Exchange program, Meta Tags refinement, and inserting XML based Sitemaps, **Herbspro increased the traffic to their website by more than one hundred percent – within three months of activating their SEO initiatives.**

Keywords Targeted 120 Keywords

Keyword Ranking

63 keywords on the first page of Yahoo!
20 keywords on the first page of Google

Search Ranking 131% increase within 3 months

Search Traffic 103% increase within 3 months