

RYP Marketing

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[www.rypmarketing.com](http://www.rypmarketing.com)

*“No-nonsense Marketing  
To Raise Your Profits!”*



## Marketing Portfolio

Talk is cheap. Results are not. Browse our marketing projects below to see the positive marketing results we have achieved.

### **Project: LeetServers.com SEO**

**Starting point:** Website had a variety of quality backlinks from happy customers, but was not found on Google, Yahoo, or MSN for their target keywords.

**What we did:** Small SEO campaign.

**Results:** LeetServers.com was top ranked for their target keywords very quickly. You can find them on the first page of Google for their primary term, “[game servers](#)” as well as for the keywords “[game server](#)” and “[game server hosting](#).” We also did SEO for leetvoiceservers.com which is now top-ranked on Google for “[Ventrilo servers](#).”

### **Project: TaiGoji.com Copywriting & Conversion Optimization**

**Starting point:** New website.

**What we did:** Wrote sales copy for website, split test design, then split test headlines.

**Results:** The website (with the sales copy we wrote) converted sales at 1.64%. We did an initial conversion optimization and split test, which increased the conversion rate to 2.05%. The second split test increased the sales conversion to 2.96%. Minimum sales size was \$134.95 with monthly shipment options.

## SmithMountainHomes.com PPC & SEO Campaign

**Starting point:** Website already had a search engine marketing campaign that was performing relatively well.

**What we did:** Started an SEO campaign and started optimizing and managing the PPC campaign.

**Results:** After the first month of RYP Marketing managing this campaign, the following improvements were achieved:

- Leads from Yahoo PPC increased by 1075%
- Cost per lead from Yahoo PPC dropped by over 90%
- Leads from Google Adwords PPC increased by 91%
- Adwords lead conversion rate increased by 13%
- Client stated that “after working with RYP less than one month, our lead flow was up over 50% and we ranked significantly higher in Google results for several key search terms. Now my biggest problem is how my sales team will handle all these leads!”

### Project screenshots:

- [Click here to view a screenshot of the Adwords campaign before we started work on it](#)
- [Click here to view a screenshot of the Adwords campaign after the first month of optimization](#)
- [Click here to view a screenshot of the Yahoo PPC campaign before we started work on it](#)
- [Click here to view a screenshot of the Yahoo PPC campaign after the first month of optimization](#)

## Mannatech Affiliate PPC & SEO Campaign

**Starting point:** Affiliate website for Mannatech nutritional supplements. No traffic before we started marketing the site.

**What we did:** Launched, managed, and optimized SEO and PPC campaigns for the website.

**Results:** We achieved multiple top SEO rankings for target keywords, as well as a highly profitable PPC campaign. Our marketing efforts generated approximately 100 new customers each month for the business. Business reached \$500,000 in annual sales.

**Project screenshots:**

- [Click here to view a screenshot of the PPC campaign at the start](#)
- [Click here to view a screenshot of the PPC campaign after optimization](#)

**Project: DealClick.co.uk SEO**

**Starting point:** Second page of Google UK for target term.

**What we did:** SEO link building campaign.

**Results:** Ranked in top 5 of Google UK for target term, “[compare prices.](#)” This search term is a highly competitive search term, and this website now outranks BizRate and NexTag.

**Project: TimberLoftHouse.com Website Design/Development, & SEM**

**Starting Point:** N/A

**What we did:** Designed and built website, promoted website via PPC and Google Local.

**Results:** Google PPC campaign was successfully optimized to a top Click-through rate of 4.00%.

**Screenshots:**

- [Click here to see screenshot of campaign at start](#)
- [Click here to see screenshot of campaign after optimization](#)

**Project: ThompsonOutdoors.com SEO**

**Starting Point:** New site with no rankings or traffic.

**What we did:** Low budget SEO campaign.

**Results:** ThompsonOutdoors.com now has many top 10 rankings for target search terms on Google, Yahoo & MSN. One of their top search terms is ka-bar knives – they are ranked in the top 10 on Google, Yahoo, & MSN for this keyword. Their website gets 15,000+ unique visits

per month, with monthly sales of 3-6K. The Search Engine Marketing we have done is responsible for nearly all of the traffic and sales on this website.

**Screenshots:**

•[Click here to view a screenshot showing traffic stats for a one month period](#)

## **Project: GojiCapital.com SEO**

**Starting Point:** New site with no rankings or traffic.

**What we did:** Complete SEO campaign.

**Results:** This site is in a small, but competitive niche, but our SEO work has been very profitable for this site. It is ranked in the top 10 on Google for most of its target terms, including [goji juice](#), [himalayan goji juice](#), [gochi](#), and [taislim](#). It gets 5-10,000 unique visitors per month, with monthly sales between \$14,000 and \$20,000.

## **Project: JoshGrobanLive.com SEO**

**Starting Point:** Personal website, with no budget, no rankings, and no traffic.

**What we did:** “Just for fun” SEO campaign.

**Results:** The site now ranks in the top 20 on [Google](#) and [MSN](#) for the keyword josh groban, outranking sites like vh1.com, mtv.com and askmen.com!