

Pasch Consulting Group References

Company: Circle BMW, Eatontown New Jersey

Main Website: www.circlebmw.com (existing site that we tweaked)

Contact: Thomas DeFelice, Owner 732-440-1201

Email: thomas.defelice@circlebmw.com



Read Case Study: www.searchengineoptimization-nj.com/seo-results/bmw1series-seomarketing.htm

Scope of work: We have created eight microsites for Circle BMW to assist in lead generation, public relations and consumer awareness. Our project started in November of 2006 and over the past year, we have expanded our search marketing strategy and accomplish a significant increase in sales leads via email and phone.

Sample Results: The launch of the BMW 1 Series car line in July of 2007 was greeted by our deployment of www.bmw128i.com and www.bmw135i.net. Within 2 weeks of the websites being published, the sites were #1 in the USA for each car model. Today, these sites are collecting **over 100 email addresses per week** of interested BMW 1 series customers.

We also have achieved page one status in Google for the search phrase **"BMW used cars"** which is a fantastic accomplishment when you consider the thousands of used car dealers that have websites across the United States.

Microsites that we have developed are:

- www.bmwusedcars.com
- www.bmw128i.com
- www.bmw135i.net
- www.njbmwdealer.com
- www.2007bmw5.net
- www.2008bmw5.com
- www.bmw1serieslease.com
- www.buybmw5series.com

Last updated August 2007

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www.seonj.com and www.searchengineoptimization-nj.com

732-672-2356

Pasch Consulting Group References

Company: Infiniti of Santa Monica California

Main Website: www.infiniticalifornia.com (we created)
www.infinitiofsantamonica.com (existing flash site)



Contact: Steven Rudkin, General Manager 1-310-500-1501

Email: steve@infinitiofsantamonica.com

Read Case Study: www.searchengineoptimization-nj.com/seo-results/california-infiniti-dealer.htm

Scope of work: We have created four HTML microsites to compliment their existing flash website that was not getting high rankings for popular Infiniti search terms. These websites were optimized for search and have great rankings in such a short period of time.

We first started with an HTML version of their main website and chose: www.infiniticalifornia.com. This is now on Google page one for the broad search phrase "infiniti california" which is a popular search phrase. It should be #1 in a few more months due to the strength of its URL and content.

Sample Results: Our project started in the spring of 2007 and in a few short months, the microsites became the dealership's **#1 lead source** when compared to other advertising methods. The lead flow increased to such an extent that an additional person was needed to handle the increased volume of leads.

With the launch of the **2008 G37 Coupe in August of 2007**, our G37 microsites have generated approximately **400 leads per month** prior to the release date. The lead flow continues to grow and will enable this dealership to be the leading retailer of G37 Coupes in Southern California. .

Microsites that we have developed are:

- www.infiniticalifornia.com
- www.leaseinfinitiex35.com
- www.leaseinfinitig37.com
- www.infinitig37convertible.com

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Pasch Consulting Group References

Company: Mollydooker Winery - Australia

Main Website: www.mollydookerwines.com.au (they created it)

Contact: Sparky Marquis, Owner

Email: sparky@mollydookerwines.com.au



Read Case Study: www.searchengineoptimization-nj.com/seo-results/mollydooker-winery-website.htm

Scope of work: We have created eight HTML microsities to compliment their new flash website located at www.mollydookerwines.com. Before this site was created, we built an e-commerce website for them at www.buymollydooker.com. The success of their online sales exceeds all normal expectations for a new website due to our search marketing strategy. The “microsite strategy” has allowed their on-line **wine sales to skyrocket** and be placed ahead of many online wine retailers.

Sample Results: Mollydooker is the only winery on the Internet that **dominates search results** for search phrases regarding their winery and wines. If you read the case study, their microsities appear on page for searcher for their wines and in some cases dominate page one.

We have been the lead in designing the on-line marketing strategy since 2006.

Microsites that we have developed are:

- www.mollydookerboxershiraz.com
- www.mollydookerenchantedpath.com
- www.velvetgloveshiraz.com
- www.carnivaloflove.com
- www.buymollydooker.com
- www.mollydookerblueeyedboy.com
- www.mollydookergigglepotcabernet.com
- www.weloveshiraz.com

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Pasch Consulting Group References

Company: Brandspa Inc., Montclair, NJ

Main Website: www.brandspa.net (they created it, we edited it)

Contact: Allan Gorman, Owner 973-509-2728

Email: agorman@brandspa.net



Read Case Study: www.searchengineoptimization-nj.com/seo-results/njadvertisingagency.htm

Scope of work: We edited their existing website for better search engine visibility on key terms in their industry. The goal was to appear on page one for customers shopping for “branding”, “marketing” and “advertising” services in New Jersey. The **case study** documents the excellent results we accomplished on a very modest budget of **under 12 hours of SEO consulting work**. This was possible because the site had a good HTML design and ample content but just needed SEO tweaks.

Sample Results: Here is an excerpt from the case study showing the excellent Google rankings we achieved in less than 60 days:

- NJ brand creation - listing 1 and 2
- NJ brand marketing - listing 1 and 2
- NJ branding agency - listing 2 and 3
- NJ brand leadership - listing 1 and 2
- brand development NJ - listing 1 and 2
- croda marketing case study
- NJ advertising agency
- advertising agency NJ - listing 8
- brand marketing NJ - listing 2
- Allan Gorman - listings 1 and 2
- brand marketing conference speakers NJ - listing 8

We are now discussing the creation of microsites to drive additional business leads to their company. The goal is to establish Allan Gorman, CEO as a nationally recognized branding expert, author and result driven entrepreneur.

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Pasch Consulting Group References

Company: Radiant Lighting, Farmingdale NJ



Main Website: www.radiantlighting.com (they created it, we did some edits)

Contact: Bruce Belfer, CEO 732-695-0144

Email: bbelfer@belfer.com

Read Case Study: <http://seo.brianpasch.com/LED-Lighting-Manufacturer-Radiant.htm>

Scope of work: We created a new microsite for them on a new URL called www.ledlightingfactory.com that we believed would optimize search engine traffic and leads. Radiant is a US manufacturer of LED lighting fixtures. This URL was chosen because it has two keywords in the name “led” and “lighting” that people use in their industry to find goods and services.

Sample Results: In just five months from launch we accomplished one of our **major goals** of being on page one of Google for the broad search term **“LED lighting fixtures”**. The marketing staff at Radiant was doubtful we would be able to get on page one because of the fierce competition in their industry.

We always like a challenge!

We also were able to optimize web searches for the “function” of their new LED lighting fixtures as well as all their product names. Here are some examples of page one success:

- LED museum lighting – Page 1, Listing 6
- LED display case lighting – Page 1, Listing 5
- flexible outdoor lighting fixtures – Page 1, Listing 1
- low profile led kitchen lighting – Page 1, Listing 1
- serpentine led lighting – Page 1, Listing 1
- power cover led lighting – Page 1, Listing 1

Their case study shows more search phrases and page one results. This is a great example of how a **great URL** that contains common search phrases when paired with a **good HTML content based website**, can achieve amazing results in a short period of time.

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