



“Successful Keyword Research
Leads to **Online Prominence**”



Client

The client is a proprietor of a business to business (B2B) online directory that aims to provide information on the most efficient resources of any and every business out there. Whether it's advertising, furniture, agriculture, food, career, real estate, recreation, etc., a good B2B directory should be able to provide what users want to find.

However, a good B2B directory owner knows that success can only come with great web traffic. If no users visit a directory, it simply does not serve its purpose. Excellent web traffic only comes with proper SEO; and proper SEO can only be produced through optimum keyword research. Being successful as a B2B directory depends on what services (keywords) users are looking for, and the task of finding out what these words are painstakingly difficult.

The client, wishing to top search engines, wanted to know the most popular keyword searches according to specific niches of any business. But hiring supplementary local staff could cost him more, not to mention hinder him and his company from focusing on what matters most for the business, such as profit.



The Prime Solution

The client is a proprietor of a business to business (B2B) online directory that aims to provide information on the most efficient resources of any and every business out there. Whether it's advertising, furniture, agriculture, food, career, real estate, recreation, etc., a good B2B directory should be able to provide what users want to find.



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The Results

The client has finished leasing staff for keyword research on Oct 2010, but because of excellent and prompt keyword research; the client was able to determine the essential keywords that are most searched by potential clients, thus integrated into his company's database increasing Internet visibility.

The client's B2B directory has remained to be one of the leading B2B directories that can be found on Google's search results today. Not only was the client successful in SEO, he also had the chance to reduce overhead cost through outsourcing.

Prime Outsourcing Inc.

6/F Aster Business Center Mandala Park,
312 Shaw Boulevard, Mandaluyong City
Metro Manila 1550 Philippines

USA and Canada : 888-516-5417(toll-free)

Continental USA : 510-323-2025

International : +63-2-310-5851

Fax Number : +63-2-534-5482

marketing@primeoutsourcing.com