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CASE STUDY/LETTER OF REFERENCE:

Why Professional Website Optimization & Customer-Focused Content Writing Matters

Advice from a small business owner who successfully competes in the huge outdoor outfitter market

*By Pam Foster, Certified SEO Copywriter, Web Content Consultant
ContentClear Marketing www.contentclear.com*

In 2009, Gene Baker asked me to advise him on the lagging performance of his newly updated web site. Some of the products that dominate search engine rankings for him were not attracting as many buying customers as they used to.

Looking at the site, I found that his most popular brand category pages were missing inviting, unique content that differentiated Baker's as "the choice" for customers — *why* they should buy these brands from his site. Instead, the brand pages simply showed photos of each product offered, with links to the specific product detail pages.

Working with Gene, I mapped out a strategy to bring in keyword-rich, inviting headlines, subheads and page titles to each brand page. I conducted keyword research and searches to identify the most relevant keywords for each brand, while also looking at high demand/low supply numbers.

Next, I identified the top 3 "winning" keyphrases (relevance, high demand and low supply) for each brand page, and set about creating content that differentiated Baker's from all the other sites carrying those same brands.

My content strategy was to maintain Baker's terrific search rankings (via the ethical use of keywords) while also answering the question for prospects: "Why buy these brands from Baker's when I can buy them from several other sites?"

Once my work was done and the new content started showing up in search results, Gene was pleased to report that his sales started trending upward again, especially for certain competitive brands. Hooray!

Here's a personal letter of reference that he provided to me as a result:

"June 2, 2010

My name is Gene Baker, owner of Baker's Shoes & Clothing in Eugene, Oregon. I have owned this business since 1985, taking over the family operation of outdoor footwear and clothing. I grew up in Oregon and the outdoor recreational gear we sell is an important part of life in the Northwest.

I met Pam through a web designer who rebuilt our site in the Fall of 2009. We had a massive overhaul of our 10-year old site back then, and the missing element was the informative and creative content that Pam provides.

I have learned through many experiences of using web design, content and web marketing that you get what you pay for. What you want is results.

With Pam's expertise and search engine optimization, you will get results.

If you can't differentiate yourself in the mass market of the Internet, your website will get lost and lose relevance.

Pam's precise use of words and content amazes me.

Her research for the exact search terms, optimizing content and looking for those little differences will set your site apart.

Pam's work will show results over time.

As your site grows, its relevance will grow with it because of Pam's expertise.

She brings a lot of credibility to the table with her years at LL Bean.

I continue to work with Pam to this day and I appreciate all that Pam has done for me. She is a down to earth, easy to talk to person.

Her heart is always in the right place and her goal of separating your site from the competition is always clear. Or as I should say, 'Content Clear.'

Thank you, Pam."

Mr. Gene Baker, CEO
Baker's Shoes & Clothing Co.
2642 Roosevelt Blvd.
Eugene, OR 97402.
www.bakershoe.com

Conclusion

This is just one example of a business that has reaped the many rewards of a disciplined, methodical approach to website optimization.

No matter what size your business is... you can benefit from a strategic, clear process that will improve website performance in search engines as well as with prospects who ready and eager to buy your products and services.

A clear, clever content strategy can go a long way toward:

- growing your leads,
- increasing sales,

- boosting conversions,
- generating media buzz, and
- enhancing your competitive positioning.

To learn more, check out the [ContentClear™ Marketing Method for Web Site Optimization](#), a clear, methodical 7-step approach to increasing web conversions and sales.

Pam Foster, one of the world's first Certified SEO Copywriters and a web content consultant, is the founder of the ContentClear™ Marketing Method for Web Site Optimization (www.contentclear.com). Her diverse 29-year marketing communications background includes writing and consulting for many types of industries promoting B2C and B2B products and services. She has 13 years of experience in web content writing and strategy, SEO and usability/information architecture, as well as direct response – all for clients such as L.L. Bean, Blue Cross and Blue Shield of Maine, the American Cancer Society, Harper College, Pawsitive Perks, Downeast Energy and many others, including BakerShoe.com.

Pam is also a web copywriting coach and teacher who has authored training programs for [AWAI \(American Artists and Writers, Inc.\)](#). She's an AWAI Copywriters Wall-of-Fame honoree and AWAI's 2009 [\\$10K Challenge winner](#). Pam works mainly with mid-size business and organizations, helping them optimize their websites to boost conversions that lead to sales. You can reach Pam at pam@contentclear.com.

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