



## Bissell Search Marketing Success Story (www.bissell.com)



### Summary

Bissell asked Fathom SEO to develop new ways to attract additional search engine traffic to the website. Fathom SEO's efforts and our close collaboration with the Bissell marketing team continues to pay off.

**Search engine traffic is up 146% over what it was two years ago (nearly 70% the first year).**

### About Bissell

A 130-year-old company, Grand Rapids-based BISSELL Homecare, Inc. is a floor care innovator and international manufacturer of home cleaning products, including sweepers, vacuums, deep cleaning machines and cleaning formulas sold at retail locations nationwide. The company, in its fourth generation of family leadership, is the seventh oldest privately held manufacturing company in the United States.

### Website Strategy

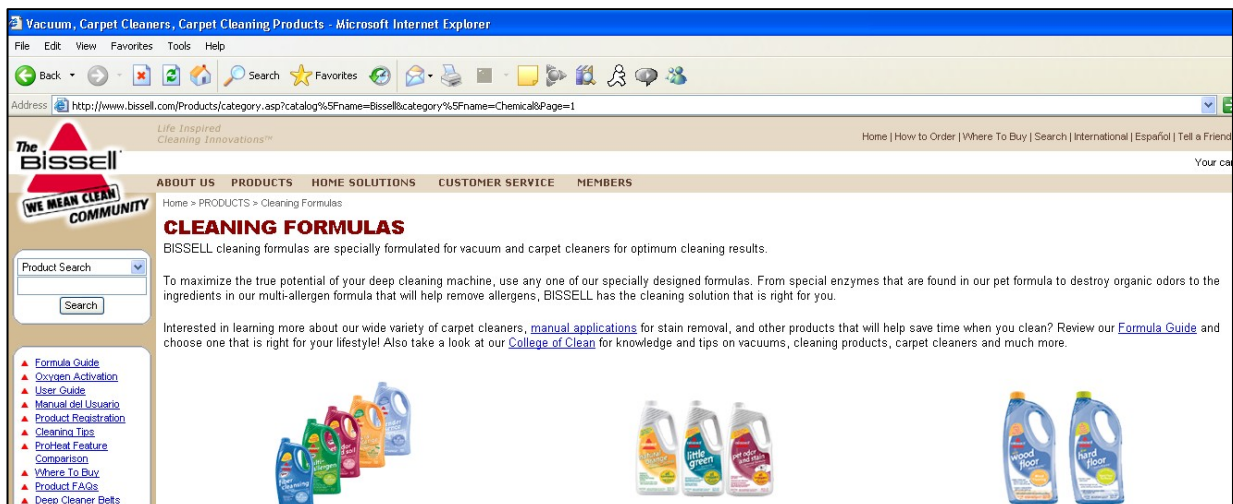
The website has multiple purposes, including an emphasis on brand and driving website traffic to major distributors. The website also includes some website sales for specific cleaning products.

### Challenges

Fathom SEO developed a flexible plan that accommodated changes in Bissell content pages, Flash, cookies and other modifications needed to meet overall marketing objectives.

### Techniques

Fathom SEO recommended numerous content updates and adjustments to the source code, including the page titles and META data (including descriptions).





**Results**

Bissell's 146% increase in search engine traffic followed an extensive look at possible keywords followed by website page optimization. Here are some of the current rankings that are delivering visitors:

<b>Bissell Sample Rankings</b>		
#3 carpet cleaning product #4 carpet cleaner #3 deep cleaners	#2 carpet cleaning products #3 deep cleaners #4 vacuum cleaners	#1 vacuum cleaners #3 vacuums #3 carpet cleaning products