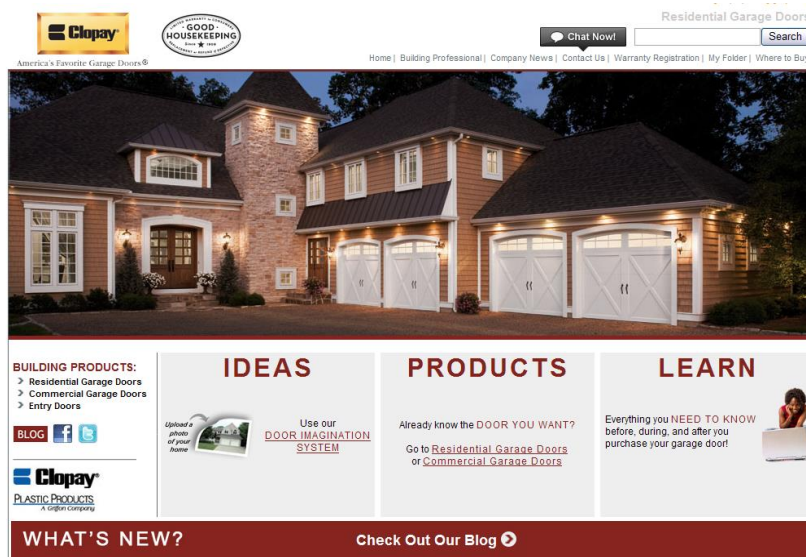


Search Engine Friendly Website

ViewSource Case Study



A content management system that is search engine compatible

Client: Clopay Garage Doors, Mason, OH

The benefits of having a web site with integrated content management tools are many, but migrating from a static HTML site or even a dynamically served site (ex. .ASP, .PHP) to a database-driven Website can be a case of “three steps forward, two steps back” when it comes to search engine visibility. It is especially painful, if a site already has outstanding search engine traffic.

Therefore, if you purchase a content management system (CMS) that doesn't generate search-engine friendly Web pages, then your site's "natural," or organic, search engine traffic can disappear.

The key features to look for include:

- Simplifying the URL structure
- Appreciating particular meta tags
- Providing and auto-updating an XML site map

Clopay, the Nation's Largest Garage Door Manufacturer & Distributor

When Clopay decided to redesign its web site, a priority was maintaining or even enhancing its present search engine visibility and ranking. With that in mind, ViewSource deployed a content management system framework designed to give each page with its own URL allowing keywords to be used for each individual page name, rather than a lengthy query string,.

The result exceeded Clopay's expectations by actually improving their search engine rank by ascending to the **Top-1** position for the most coveted of search terms in their market: **Garage Door**

So not only did Clopay realize the inherent benefits of integral content management tools, they also achieved their objective of enhancing their search engine visibility.

To discuss your search engine or content management interests, please contact Chris Kearney at 513.671.6238 or via email CKearney@ViewSource.com.