

# Endurance BioBarrier

## Case Study



**Mold's Greatest Enemy™**

# Endurance BioBarrier

## Background Information

Endurance BioBarrier is a mold and bacteria prevention spray that is completely non-toxic and guaranteed to inhibit biological growth for up to 25 years.

Before the SEO campaign, [endurancebiobarrier.com](http://endurancebiobarrier.com) was absolutely nowhere to be found in search rankings.



Goal: Increase organic traffic to generate commercial, professional, and consumer leads.

Result: Organic traffic in the first month was more than the previous six months combined and increased leads by 50%.

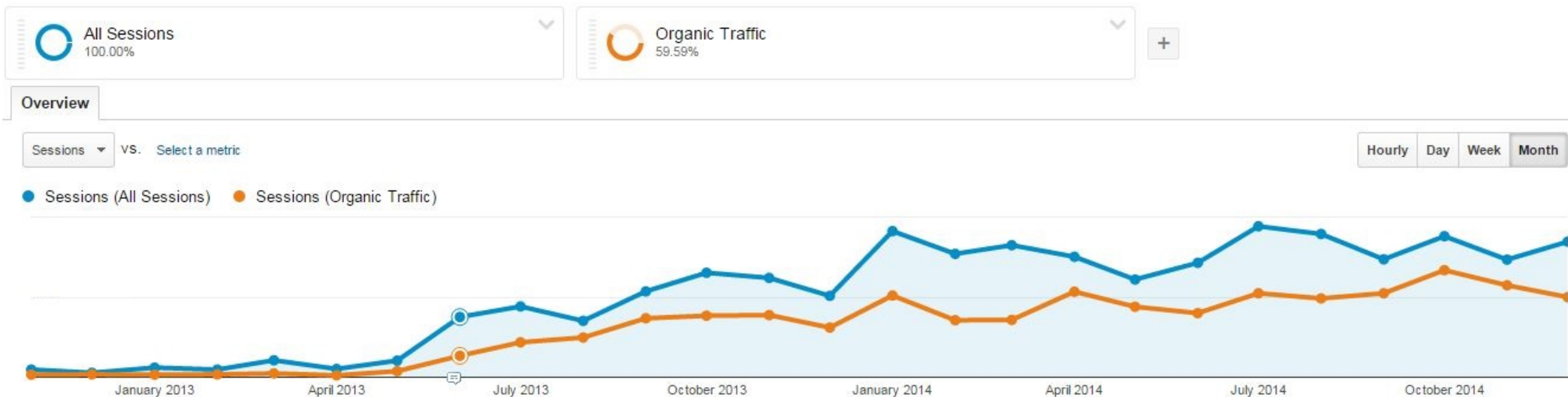
# Keyword Rankings as of Jan. 2015

Mold prevention	Page 1 – Result 7
Mold prevention product	Page 1 – Result 1
Mold prevention products	Page 1 – Result 3
Mold tips	Page 1 – Result 7
Mold prevention tips	Page 1 – Result 4
Mold advice	Page 1 – Result 8
Mold prevention advice	Page 1 – Result 2
Kitchen mold tips	Page 1 – Result 1
Basement mold tips	Page 1 – Result 5
Attic mold tips	Page 1 – Result 3

And Many More!



# Analytic Tracking Data



- Started SEO efforts in June of 2013
  - Immediately saw positive results
- August 2013 - “Phase 2” optimization and content creation

## Stats

- Organic traffic increased 250% in the first month
- “Phase 2” increased traffic by an additional 50% in one month
  - Over 75% of organic traffic is comprised of New Visitors

# Keyword Progression

<b>Keywords</b>	<b>Start</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Nov</b>
Mold prevention product	100+	9	4	3	2	1
Mold barrier	100+	5	NC	2	1	NC
Mold prevention formula	100+	15	10	5	3	2
Mold prevention questions	100+	NC	17	11	6	4
Mold prevention tips	100+	NC	33	15	9	6
Mold prevention FAQs	100+	19	12	8	5	NC
Mold prevention	100+	31	27	NC	16	10
Mold spray bottle	100+	NC	58	30	19	12
Mold tips	100+	NC	81	37	14	9

NC indicates No Change

# Top 10 Landing Pages

6 of the highest traffic driving landing pages were created as part of our SEO strategy in “Phase 2”

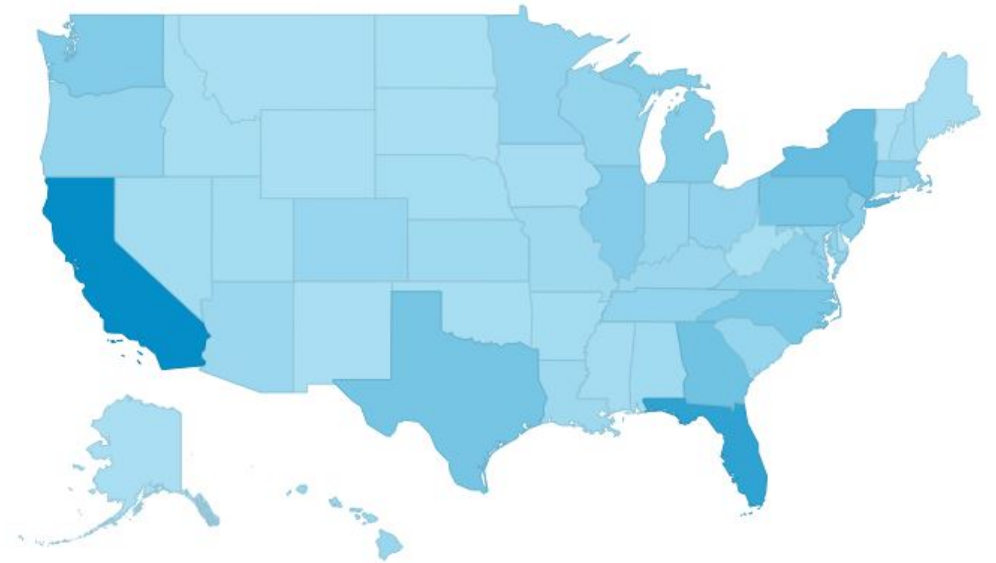
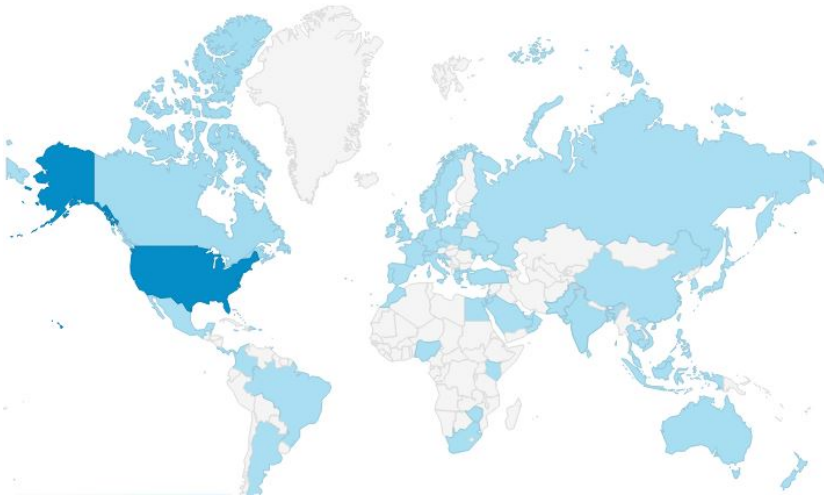
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All 10 pages have been optimized for better search rankings

Landing Page ?		
Organic Traffic		
<input type="checkbox"/>	1. /ebb.html	
<input type="checkbox"/>	2. /	
<input checked="" type="checkbox"/>	3. /tips_ebb_mold_prevention_5.htm 	
<input checked="" type="checkbox"/>	4. /tips_ebb_mold_prevention.html	
<input checked="" type="checkbox"/>	5. /tips_ebb_mold_prevention_8.htm 	
<input checked="" type="checkbox"/>	6. /tips_ebb_mold_prevention_1.htm 	
<input type="checkbox"/>	7. /ecp.html	
<input checked="" type="checkbox"/>	8. /ebb_faq.html	
<input checked="" type="checkbox"/>	9. /tips_ebb_mold_prevention_2.htm 	
<input type="checkbox"/>	10. /buy.html	

# National Campaign

Endurance BioBarrier reaches consumers in all 50 states as well as visitors in over 50 countries



The darker the region,  
the more traffic

# Sales and Leads

- US Military
- Equilibrium – South African Distributor and Applicator
- Hallmark Homes – Indiana
- Mold remediation, boat cleaning, lumber, property management, and insurance professionals
- Dominican Republic resorts
- Airlines and cruise lines
- and countless consumers across the nation



*Vik's Professional Cleaning*

