

AMSTEP PRODUCTS

*Amstep Products
Bristol, CT
12 employees*

For more than 85 years, Amstep Products has been the leader in stair tread design and manufacturing.



THE CHALLENGE

Amstep Products came under new ownership a year and a half ago, and the website needed help. Although it was a great source for leads, the site had never been optimized, and potential Amstep traffic was going to competitors with first-page search engine rankings.

THE PLAN

- XML sitemap and robots.txt files created to make site search-engine friendly
- Submissions of company information to popular and niche website directories, allowing Amstep Products to be found by anyone looking specifically or generally for their services
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- Relevant article creation and submissions, bookmark links, blog posts to build links and establish Amstep Products as industry experts found by anyone looking specifically or generally for their services

THE RESULTS

- First page and first place keyword rankings, with starting rankings 40-100
- A search-engine friendly website that can be found with a variety of keywords
- High natural search rankings give Amstep Products edge over competitors
- Long-term web presence gives Amstep Products industry permanence and continued success