

## Search Engine Optimization

“Red Clay has easily doubled the value of my company.”  
Don Westall, CEO, The Lab Depot

In 2003, The Lab Depot tapped Red Clay Interactive to create a national online presence for their regional brick-n-mortar laboratory supply company.

In the three years since the launch of [www.labdepotinc.com](http://www.labdepotinc.com), Red Clay has managed search engine optimization, Web design, and ecommerce development for The Lab Depot. Key results include that The Lab Depot:

- Maintains **the number one position for** over 200 search terms
- Maintains **over 1,000** top ten rankings in major search engines
- Enjoys a **113%** increase in online orders (averaged annually since the site's launch)
- Posts an **111% average annual growth rate** in online sales since the site's launch

“I wish the rest of my business posted numbers like this,” says Don Westall, President of The Lab Depot. A former Vice President and General Manager for Fisher Scientific, the world's largest scientific supply company, Westall founded The Lab Depot in the early 1990s. “I wanted a lab supply house that purchases selectively from great suppliers and sells selectively to great customers. My vision is to create tremendous service and value.”

Westall tasked Red Clay Interactive with making The Lab Depot a national lab supply authority through its online presence. With ongoing search engine optimization by Red Clay, The Lab Depot has discovered that:

- Traffic increased from **200 to 100,000 unique visitors** per month
- Google pages indexed mushroomed **from 200 to 40,000**; and
- Search engine rankings maintain resilience **despite changes in ranking algorithms**

“Red Clay created the visual strategy for The Lab Depot, but what really makes the site work is the search engine optimization strategy we created and maintain,” says Brian Dempsey, Vice President of Client Strategy at Red Clay Interactive.

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