

Tractor Parts Online Store Doubles Revenue

Search engine optimization and pay-per-click management solution helps small business thrive

Glasgow, KY July 27, 2006 — A year ago Jamey Wells, President of [Tractor Parts, Inc.](#), faced a challenge most online small business owners can relate to. He had to find an avenue to drive targeted traffic to his websites in order to increase sales and he did not have a huge budget to blow on empty promises from large SEO companies.

“I had hit a ceiling with my annual revenue and saw no immediate action that could be taken to improve my situation,” Wells says. “As a small business owner, I did not have the time to put forth the required commitment it takes to move a website upward in ranking or the funds to hire a full time IT professional to constantly analyze my web content and positions.”

A commitment to improving rankings is critical to increasing internet sales. This is the most important factor most small businesses face on the web. Joining forces with the only [search engine friendly shopping cart](#) not only solved the problem of boosting ranking, but also provide e-commerce solutions that more than doubled Wells’ bottom line in less than one year.

“[SearchFit](#) opened my eyes to the importance of organic advancements in web positioning in conjunction with properly maintaining a pay-per-click campaign,” Wells says.

Since joining SearchFit sales increased from an average of \$1,000 per day to more than \$2,500 everyday. The combined efforts in search engine optimization and pay-per-click management gave Tractor Parts, Inc. a competitive edge that lifted its websites to the top of engine result pages on hundreds of search terms.

“Another positive return on investment was new sales on search terms I felt were unimportant or missed altogether,” Wells explains. “In many cases we are the only website listed for top producing keywords that our competition does not even show up for. Meanwhile, we continue to outrank them on more generic industry terms.”

Achieving high ranking for key phrases such as [tractor parts](#) and [ford tractor parts](#) is one part of the equation for a successful e-commerce website. The other main component is a website’s ease of use and functionality.

Wells believes SearchFit’s shopping cart interface and back end administration functions are second to none. He constantly receives compliments about how easy it is to use his websites’ interfaces.

With these issues resolved and maintained by SearchFit, Wells has been able to focus on the more traditional management roles of a small business. In fact, Tractor Parts, Inc. recently secured investment funding as business continues to increase month after month.

Tractor Parts, Inc. sells aftermarket tractor parts and accessories that meet all the restoration and farming needs of its clients. You can find everything from tractor paint to tractor seats to tractor manuals and even toy tractors for the little ones.

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