

11/23/10 - Case Study 4

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Many of the top, big name internet marketers went after this product launch. What a perfect time to try the "Title With A Twist" technique. To stand out in this product launch it was decided that creative and humorous page titles would be used to grab attention and lure the prospect on to the site.

Once on the site, the serious content would be delivered just like a normal web site. Of course, the searchers couldn't resist and hundreds of people were visiting the site for this product launch. Oh, did I mention that during the launch we had the Top 2 listings on Google and 4 on Page 1 in total.