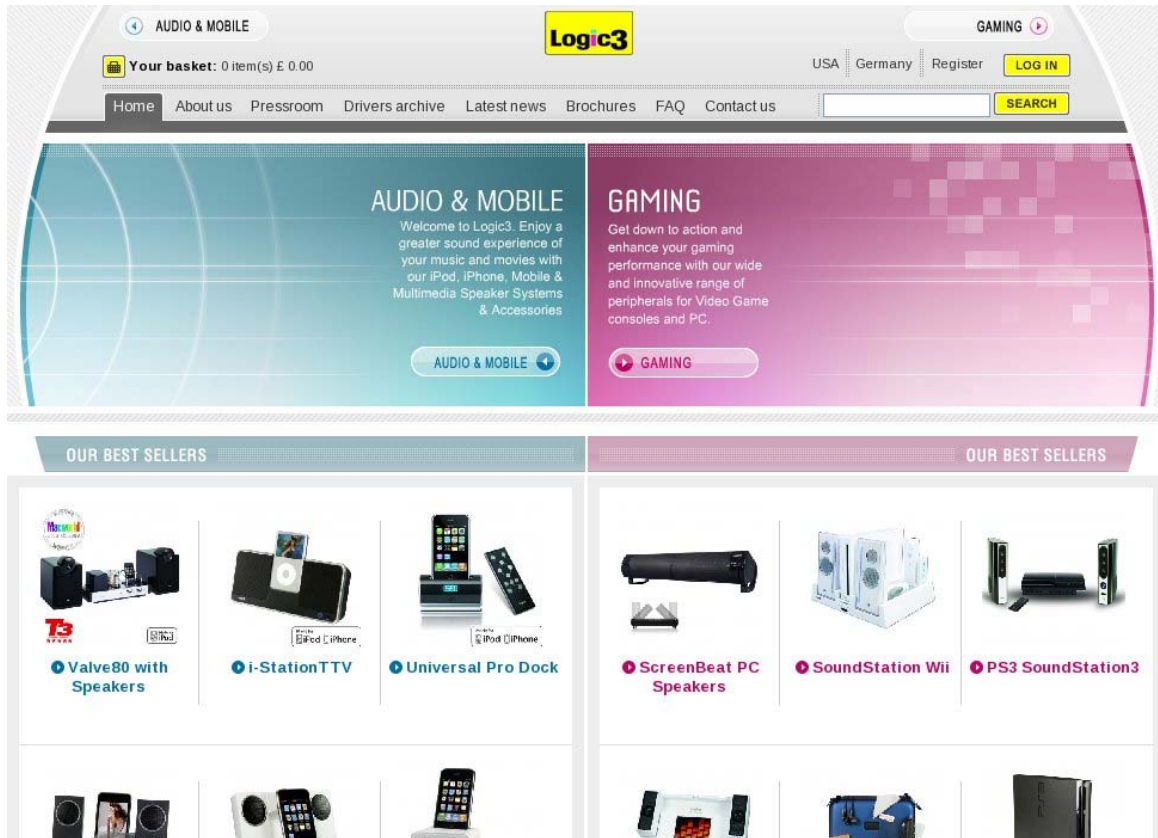


Case Study

www.logic3.com



The screenshot shows the Logic3 website homepage. At the top, there is a navigation bar with 'AUDIO & MOBILE' and 'GAMING' tabs. A 'Your basket' section shows '0 item(s) £ 0.00'. The main navigation includes 'Home', 'About us', 'Pressroom', 'Drivers archive', 'Latest news', 'Brochures', 'FAQ', and 'Contact us'. A search bar is also present.

The main content area is split into two columns:

- AUDIO & MOBILE:** Welcome to Logic3. Enjoy a greater sound experience of your music and movies with our iPod, iPhone, Mobile & Multimedia Speaker Systems & Accessories. Includes a button for 'AUDIO & MOBILE'.
- GAMING:** Get down to action and enhance your gaming performance with our wide and innovative range of peripherals for Video Game consoles and PC. Includes a button for 'GAMING'.

Below the main content are two 'OUR BEST SELLERS' sections:

- Left Section:**
 - Valve80 with Speakers
 - i-StationTTV
 - Universal Pro Dock
- Right Section:**
 - ScreenBeat PC Speakers
 - SoundStation Wii
 - PS3 SoundStation3

At the bottom, there are two rows of product images, each with three items per row.

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1. Client Details

Website: www.logic3.com

Theme: Audio/Video Accessories

Profile: Logic3 sells a wide range of audio, video and gaming accessories. Logic3's online store deals with Apple iPod nano, iPhone 3G, Speakers, Nintendo Wii, PC, XBOX 360, PS3, i-Station, Soundstation, Funchuk etc.

Requirements:

- Increase in sales of top products.
- Increase in number of back-links.
- Improvement in rankings.

Solutions Offered:

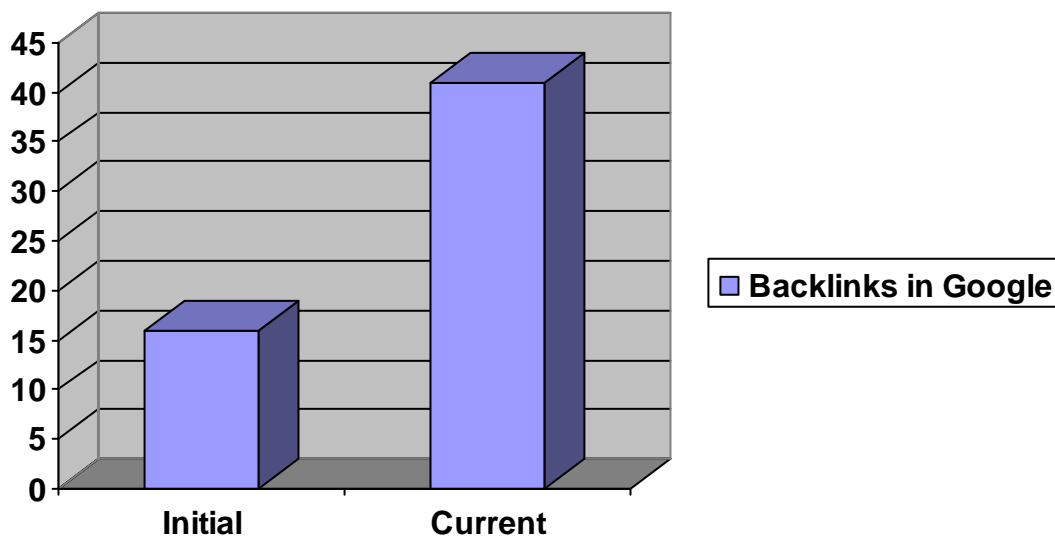
- SEO
- Link Building Activities

2. Back Links

Google

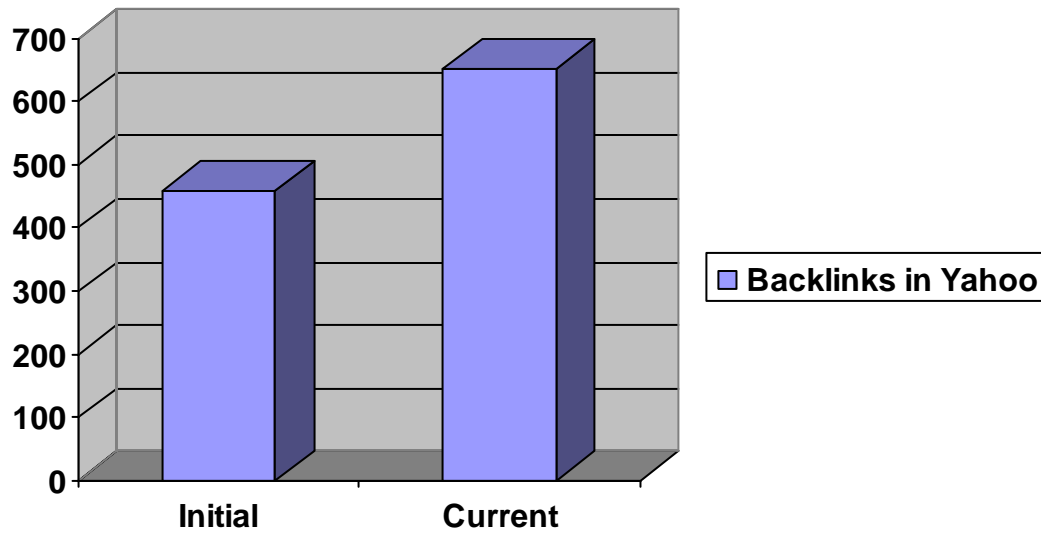
When we started the campaign the back links count in Google was 16 and now after 6 months the number is 41.

P.S: there have been a few updates by Google where the number increased to over 66 at one stage but later decreased to 41.

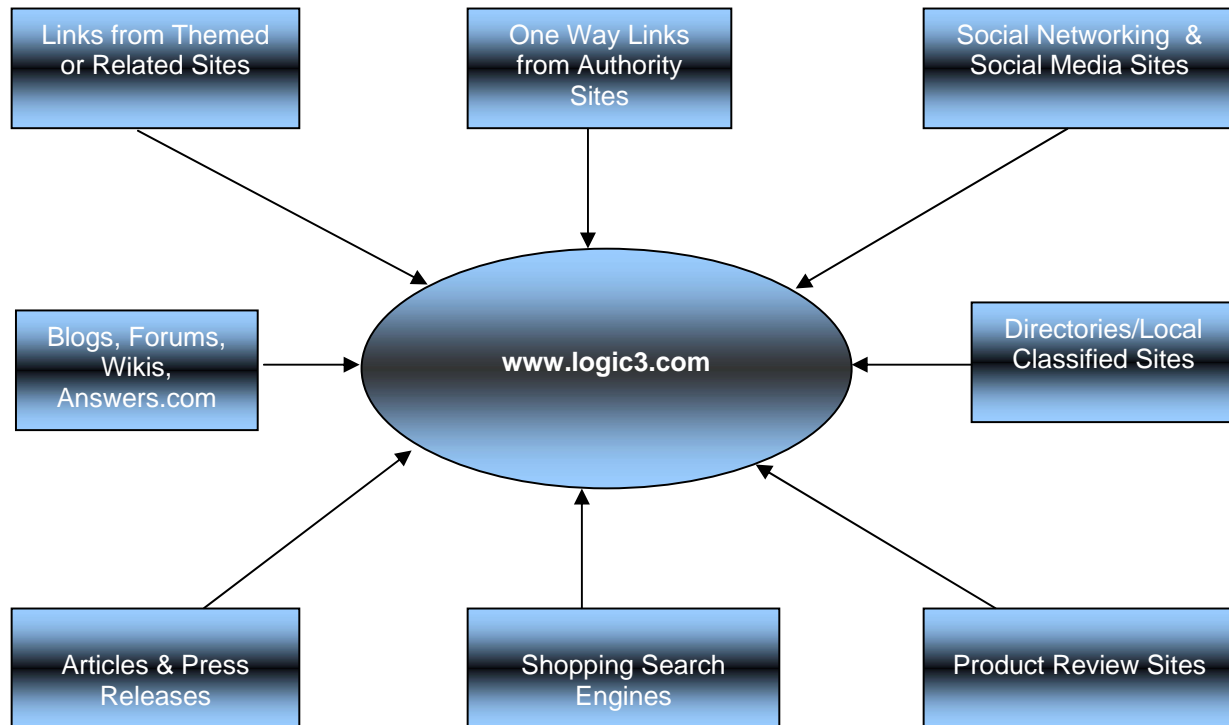


Yahoo

6 Months ago when we started working on this campaign, the number of back links in Yahoo was 459. Now after six months, the count has increased to 652.



3. Link Building Strategy



For Link Building activities, links were acquired from

1. One way thematic links from themed/related sites.
2. Three-way link exchange with thematic/authority sites.
3. Blog posting/commenting/reviews
4. Forum postings.