

SEO (Search Engine Optimization)

for

Global Funding, LLC.



Industry

Financial Services

About

Global funding is engaged in the business of equipment leasing. They provide a full range of competitive lease financing products to businesses in a variety of industries throughout the United States, Canada, and Mexico.

The Challenge

Though Global Funding has been in the business for over 25 years, it has ventured into the on-line domain only 6 months back. The objective was to promote the website against the established websites on the targeted business term.

The Ranking Matrix

	Search Engine Rankings August, 2006			Search Engine Rankings December, 2006		
	Google	MSN	Yahoo	Google	MSN	Yahoo
Equipment leasing solutions	NA	NA	NA	2	12	7
Leasing solutions	NA	NA	NA	7	NA	21
Equipment leasing company	NA	NA	NA	17	4	17
Equipment leasing Florida	NA	NA	NA	20	NA	20
Equipment leasing solutions Florida	NA	NA	NA	2	18	2
Leasing Solutions Florida	NA	NA	NA	12	5	12

Result

Not only got a relatively new website out of the Google sandbox but excellent rankings with very competitive keywords leading to a high ROI.