



RED ROCKET WEB SPECIALISTS

CASE STUDY

ACTIVEANGLER.COM

WHAT IF YOUR SITE HAD MILLIONS OF VISITORS?

THAT'S EXACTLY WHAT WE ACHIEVED FOR ACTIVEANGLER.COM

Red Rocket had the opportunity to build ActiveAngler.com from the ground up, so we scoured the world for talented professional fishermen who would be willing to share their advice. With the help of 75 of the world's most well respected fishermen, this site has now grown to more than 1,000 pages and has commanded millions of visits every year since it was launched in 2001.

"If you're into fishing like I am, then this site is the next best thing to actually fishing. I go there on my lunch hour everyday just to read the latest fishing articles, product reviews, or fishing reports."

- ALEXA WEBSITE REVIEW



CASE STUDY: ACTIVEANGLER.COM

CASE STUDY:

ACTIVE ANGLER WEBSITE

PROBLEM:

- Low Traffic
- Low Search Engine Rankings

SOLUTION:

REDESIGN SITE TO:

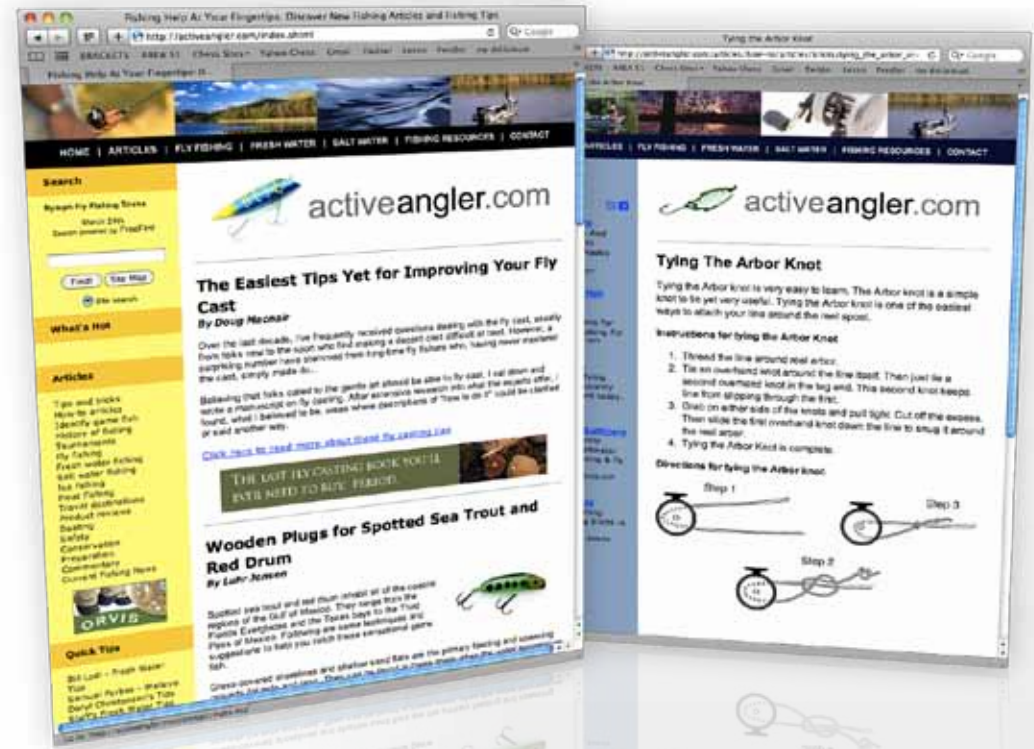
- Improve the appearance of the site
- Increase time spent on site

OPTIMIZE SITE TO

- Increase Google rankings
- Increase traffic
- Increase reach into new markets

The ultimate goal of the site was to attract large amounts of traffic and keep the users at the site for an extended amount of time. By positioning ActiveAngler as one of the best fishing sites on the Web, not only do we attract millions of visits every year, but we also keep visitors at the site 3x as long as our competitors' sites. Today, ActiveAngler.com is the 13th most-popular fishing site on the Web.

How did we accomplish this? First, we built a site optimized for search engines which attracts visitors to the site without the use of any expensive marketing. Secondly, we were able to get people to stay at the site by providing fast-loading pages and great content that's easy to find through clean drop-down menus.



The site has fish recipes, a section to ask one of the site's experts a question, how-to articles, and step-by-step instructions on how to do everything from tying knots to purchasing a fly rod.

CASE STUDY: ACTIVEANGLER.COM

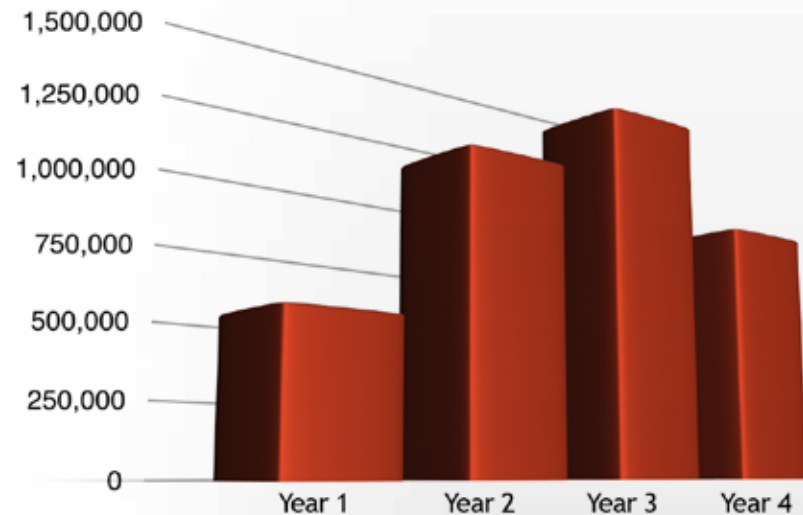
On the right you'll find a bar chart showing the growth of ActiveAngler's traffic from 2005 and 2009. Notice that the amount of visitors has exceeded 1 million visitors for several years. We have been able to build traffic even through the winter months when the fishing industry is typically slow.

How do we continue this sort of growth? The answer is search engines.

Many Web development firms continue to ignore the importance of search engines. We feel that since 86% of all Internet users find sites they are looking for through a search engine, it should be one of our primary focuses.

When a search comes back, providing thousands of results ranked by relevance, the sites not listed toward the top of the search results, are the sites that are rarely visited. That's why we focus on creating sites that are consistently ranked high in the major search engines by employing a variety of relatively unknown techniques to assure that our sites are found. If they're found, that means traffic to the sites and, ideally, increased sales.

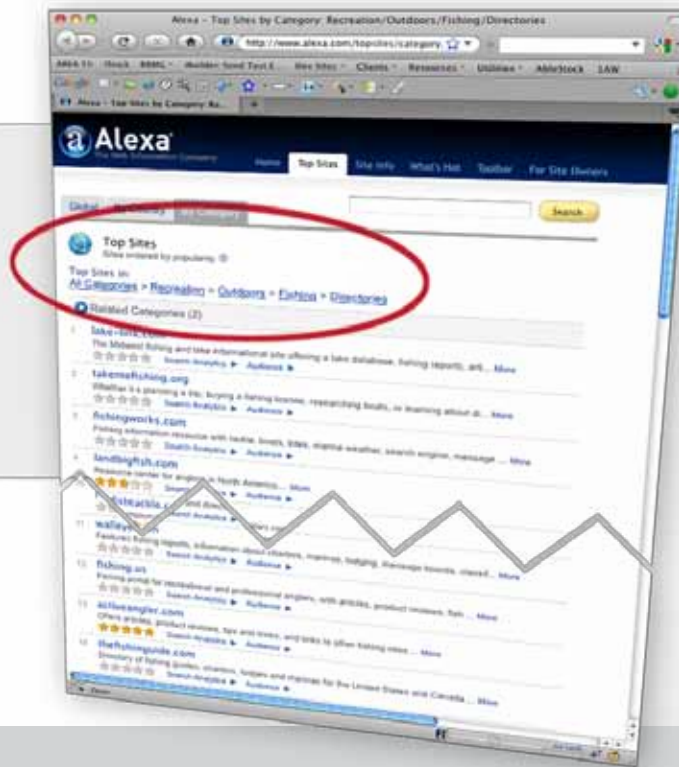
YEARLY VISITORS



Active Angler averages over one million visitors each year

TOP SITE

13th Most Popular
Fishing Directory



AVERAGE VISITORS
PER YEAR

1 MILLION

POPULARITY RANK

13

ALEXA RANK

678,057

RESULT SUMMARY

GOOGLE RANKINGS

Keyword	Google Rank	# of Results
recipes to cook fish	1	39,800,000
identify fish	1	12,100,000
how to identify a fish	1	11,900,000
how to identify fish	1	11,700,000
bbq catfish	1	5,280,000
active angler	1	4,580,000
trout trolling	1	4,290,000
trolling trout	1	4,170,000
fishing flukes	1	3,980,000
starter fishing	1	3,860,000
identify fish species	1	2,730,000
fishing for beginners	1	1,640,000
how to catch carp fish	1	1,300,000

Every month 12,100 people search for “*starter fishing*” in Google.

3,860,000 results come up.

Active Angler is #1



CAN YOU EXPECT THESE KIND OF RESULTS?

These days, the FTC is clamping down on the use of testimonials and case studies, so to please the feds, we have to tell you that the results in our case studies are not typical. It's true. They're not. You won't find results like these if you look elsewhere. However, we have built our reputation by consistently delivering impressive results to our clients.

If you are ready to start getting positive results from your website, I would like to talk to you. As President of Red Rocket Web Specialists I am confident that my team can have a huge impact on your website as well as the success of your business. Please give me a call today at 970-674-0079 or visit our website at www.thinkredrocket.com.

A handwritten signature in black ink, consisting of the letters 'Cb' followed by a long horizontal stroke.

Chadd Bryant, *PRESIDENT*

RED ROCKET WEB SPECIALISTS

318 Elm Street, Windsor CO 80550 1-970-674-0079 www.thinkredrocket.com