

NewDominion Bank

The **NewDominion Bank**, located in Charlotte North Carolina, is one among thousands of financial institutions competing for the same prospective clients. Among other products, NewDominion Bank specializes in High Yield Money Accounts.

The Challenge

Historically, the predominant basis of competition has been with traditional print based advertising. The larger the paper based marketing budget, the greater the exposure and Traditional forms of marketing are costly to produce and present challenges in reaching the desired demographic.

NewDominion Bank would like to market its products and services to both the Charlotte NC and national markets.

The Solution

By utilizing Search Engine technology, the NewDominion Bank now has the ability to market their products and services to thousands of prospective customers every month. And because the search criterion is exactly what the NewDominion Bank has to offer, the match is a perfect fit.

NewDominion Bank was not indexed on any of the major search engines. However, **within 3 months** of implementing a Search Engine Optimization Strategy, NewDominion Bank now holds **numerous first page rankings** that equate to thousands of searches each month.

Just a couple of the most valuable search terms and rankings now held by NewDominionBank.com follow;

Search Term	Search Engine Ranking		
	MSN	Yahoo	Google
high yield money market accounts	8	7	14
high yield money market accounts charlotte	2	1	1

Summary

Search Engine Optimization works!...
With a sound SEO strategy, you have the opportunity to be seen by individuals looking for exactly your products and services...

Call today! 1-866-640-2192