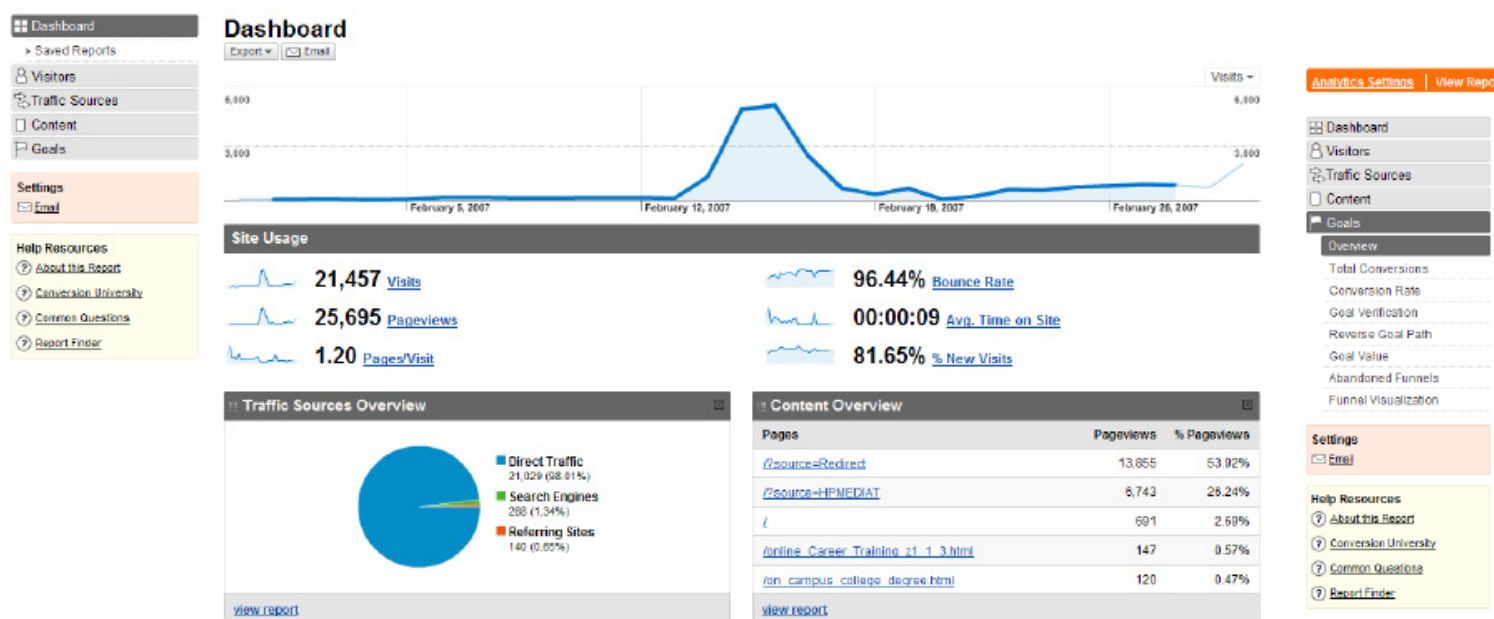


Search Engine Optimization

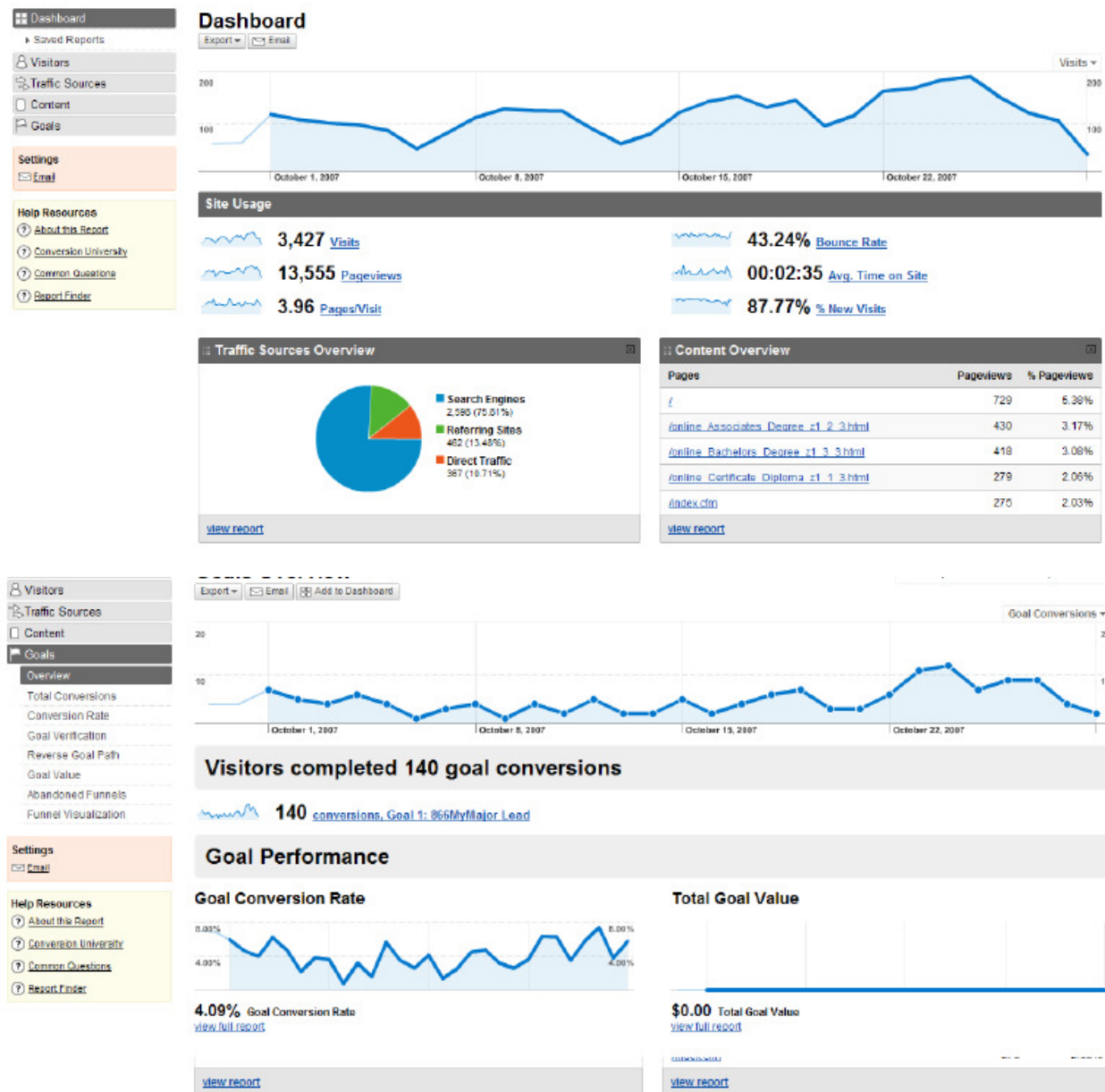
Case Study

Client contracted us to create a plan for SEO to augment their current paid SEM strategy with the goal to garner more quality leads.

A 30-day statistical analysis revealed 83 goal conversions which were generated through lead drives. The majority of the incoming traffic was non-targeted (as a result of being non-organic) with a bounce rate of 96.44% and an average time on site of less than 10 seconds.



We optimized the site through extensive keyword research, added content, improved meta data and the addition of a CSS dropdown menu to get more PR to what were tier three pages and beyond. We also generated incoming links through article creation and syndication, blog posts and social bookmarking. The client no longer pays for traffic generation or lead development outside of SEO services. Below are the statistics after just three months of SEO.



The client's traffic is now majority organic (note miniscule pie chart) and aided by the much more reasonable bounce rate of 43% and an average time on site of 2:35. Goal conversions are up substantially from the period when the client was paying for traffic, and the rankings will continue to rise as more link building measures are instituted. For the first four months, we primarily focused on the on-site optimization as the client had an abundance of pages with little to no optimization whatsoever. Results were predictably slow in the first few months, but setting up realistic expectations and maintaining positive communication with the client throughout the process assured them that they were taking the necessary steps toward improved

organic performance. This client, with minimal maintenance and further link-building, will continue to perform at this level or higher as a result of the SEO investment. What they offer is virtually unaffected by seasonal performance and the number of organic leads per month has steadily climbed to the point that paying for traffic is no longer necessary.

Our goal for the client is to provide enough targeted traffic to generate in excess of 250 organic leads by this time next year, provided I'm still managing their account.