

CASE STUDY: INCREASE SEARCH ENGINE TRAFFIC

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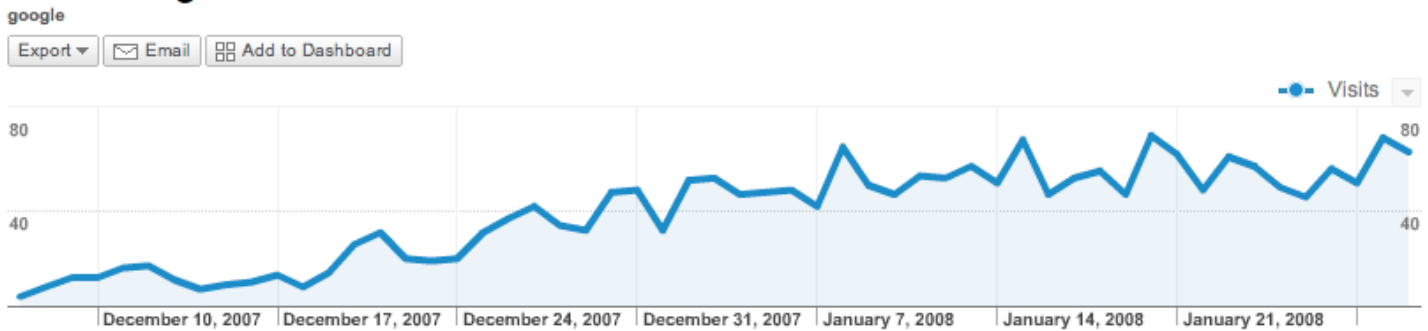
CHALLENGE

Client received the majority of website traffic from customers directly entering the website address into their browser or paid search engine traffic. The client's existing website had multiple product pages, but they were virtually invisible to organic search engine rankings.

RESOLUTION

SiteMagnify, reorganized the website navigation and focused product page meta-tags & content to individually support each product. Free search engine traffic increased substantially by 350% over the course of two months and sales increased by 125% following.

Search Engine:



google sent 2,164 non-paid visits via 1,263 keywords

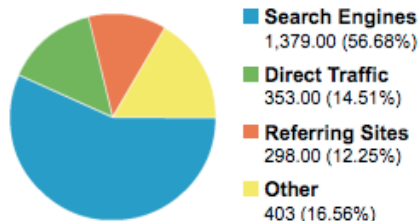
Search Engine:



google sent 8,008 paid visits via 130 keywords

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Google Analytics



Search Engine traffic increased for Organic (free) searches while remaining consistent for PPC (paid) searches. Paid traffic was set at a capped level throughout the optimization stage, thus as product demand was unchanged organic traffic increased. This is due to an increased keyword portfolio,

organized website layout, and individual web-page optimization.

Prior to optimization client ranked for 258 keywords, mostly branded terms such as the company name.

After optimization client ranked for over 1,250 terms mainly products & services.