

Competitive Industry Website Case Study

Client Industry: Education

Length of Campaign: 7 Months

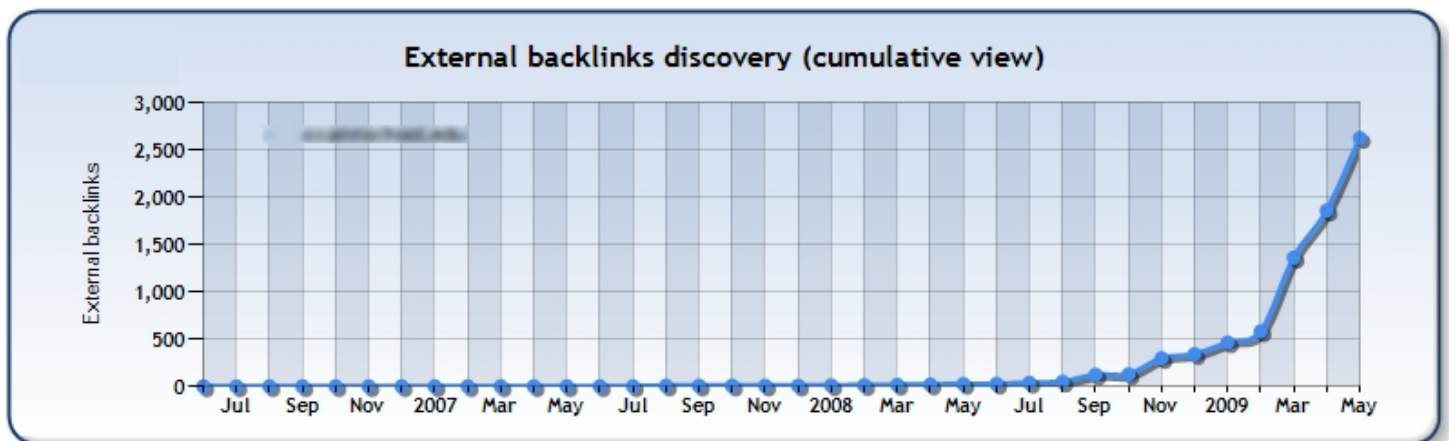
Challenges: Low traffic, low rankings, low online visibility, low conversion rate

Goals: Raise keyword rankings in the search engines, increase page rank and overall site strength, raise traffic, increase leads and conversions.

Results: Traffic was increased drastically after their search engine rankings increased. Additionally, they now have thousands more inbound links to their site. The website's page rank also increased, and they receive much more traffic from the search engines than they did previously.

Increased Search Engine Rankings

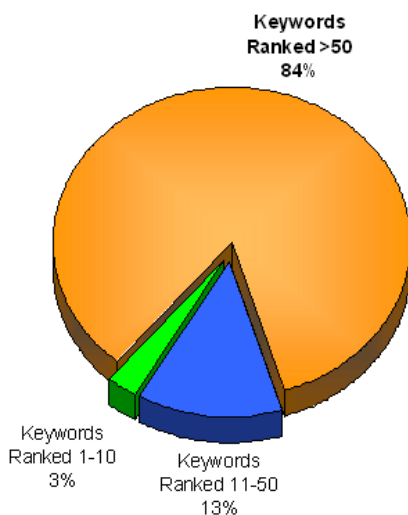
One of our first steps for optimizing a site is to begin building good quality, ethically-attained links. Every link from an external site pointing to our client's site is like a vote for that site. As you can see below, the back links pointing to the client's website began increasing sharply after the onset of their SEO campaign.



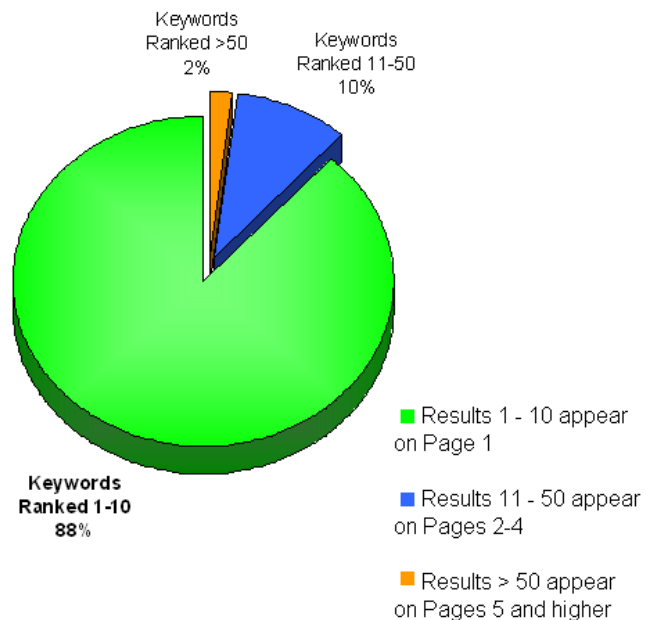
Improved Visibility on Popular Searches

Through ethical link building and on-page optimization, we succeeded in getting the website ranking in the top ten (that is on the first page of Google) for over 170 keywords. These keywords are popular industry specific terms and phrases which people search for every day. Currently, 75 % of the 200 keywords we track are ranked on the first page.

Beginning of Project



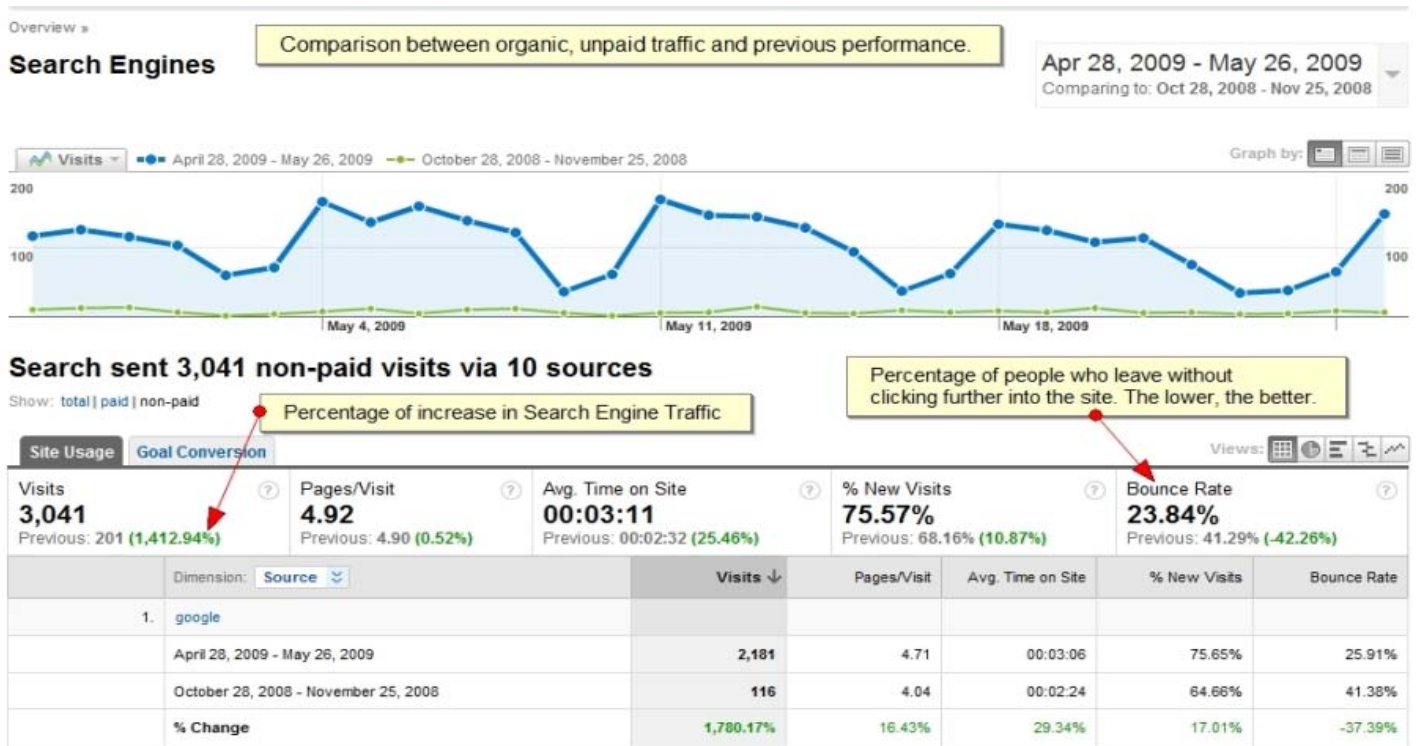
9 Months Later



This increased visibility lead directly to a huge increase in organic search traffic. Organic traffic is generated by users typing a search query into Google, Yahoo, or another search engine and finding the site in the ensuing search results page. This traffic is statistically far more likely to convert than other forms of traffic such as PPC and referral traffic (traffic that comes from other sites via banner ads etc.)

Organic Search Traffic

As you can see below, our clients saw an over 1000% increase in organic search traffic in 7 months. The way we measure this traffic increase is by comparing the traffic flow of the first month, October, and the most recent month, May.



This report also shows us that the traffic was high quality, interested traffic. We can tell this because the Pages Per Visit and Average Time on Site metrics both went up. This means that the visitors in May spent more time on the site, and viewed more pages than the visitors in October. This means the keywords that users found the site through were relevant to exactly what they were looking for. Another supporting metric is the Bounce Rate.

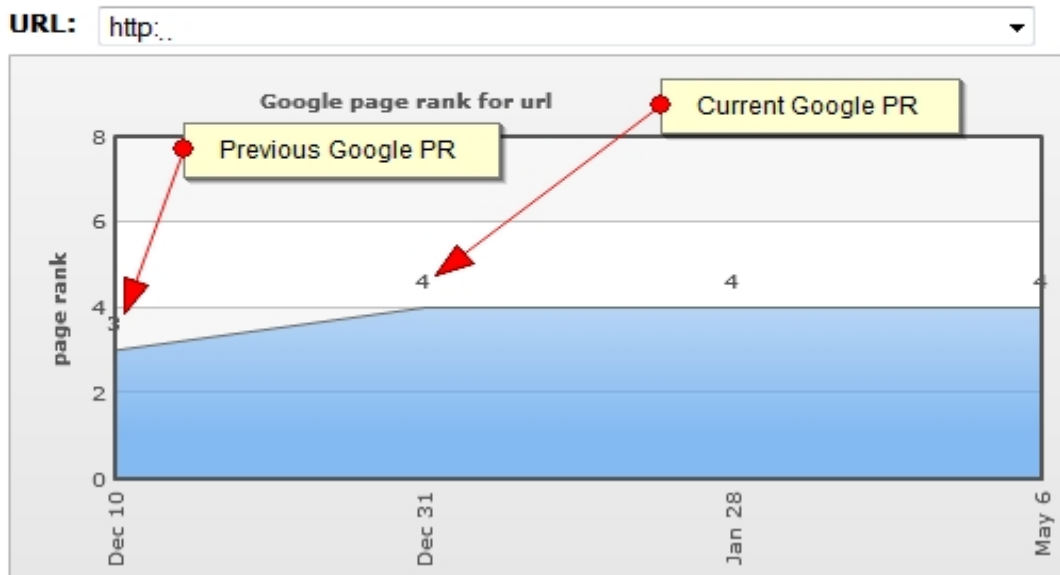
The bounce rate indicates the percentage of users that hit the site and then leave again without ever clicking further into it. The lower this number is the better, with a few very rare exceptions. The bounce rate lowered to 23.84% which had to do with a number of optimization elements including careful keyword choice, on-page content optimization and slight redesigns to make the site more user-friendly.

Page Rank Increases

Page rank is Google's scale of web page strength. It is a scale of 0-10, with 0 being the weakest and 10 being the strongest. The only thing that page rank takes into consideration is how many inbound links are pointing to a webpage, and the quality of those links. For instance, a hundred links from random directories won't be worth as much as one link from a trusted site such as a government site or other popular and trusted site.

Page Rank is only one aspect of a website that Google takes into consideration when deciding how to rank a site in the search results, and it is not as important as the end result of ranking highly for a popular keyword. However, it is hard to achieve a rise in page rank due to the sheer number of links that must be built to do so. Our client's page rank increased rather early on in their SEO campaign:

From: 2008-10-29 To: 2009-05-28 apply date range



The number of links needed to increase your page ranking increases exponentially the closer the site gets to PR 10. Page rank is not a metric to focus on, but it is a good benchmark for link building efforts.

Traffic Sources and Search Engine Dominance.

Most of the traffic coming to this website is now coming through organic search, as you can see from the pie chart below.

All traffic sources sent a total of 4,467 visits



Ordinarily, the blue search engine section would be a mix of PPC and organic traffic, but this particular client didn't see the need for a paid search campaign as they were already ranking in the top five for the keywords they would have been bidding on, so search engines in this case means simply organic search.

Conclusion

We are constantly building our portfolio of successful SEO case studies and our SEO campaign on this client's behalf is a perfect addition. We have successfully harnessed the power of organic search and driven significant amounts of good, targeted, relevant traffic to the website. All of our goals were achieved and the extremely favorable results are a textbook example of how an SEO campaign can help a website attract the right kind of attention.

