



Search Engine Optimization Inc. Case Study

SaveOnConferences.com

Company: SaveOnConferences.com is the leading provider of high-quality, competitively priced audio and web conferencing services with more than 15 years of conferencing experience.

Global Reach: Saveonconferences.com in the U.S., Saveonconferences.co.uk in the UK and Saveonconferences.de in Germany - launched in June 2003, January 2004 and May 2004, respectively

Stellar Results: A 3,185% increase in First Place organic positions and a remarkable 15,350% increase in organic top 20 search engine rankings, with over a six figure decrease in monthly pay-per-click campaign costs. SEO Inc Increased relevant traffic with keyword optimization and increased conversion rates providing an unparalleled return on investment.

Saveonconferences.com

- 414 1st Place rankings (3,185% increase)
- 1404 TOP 5 Rankings (4,529% increase)
- 2054 TOP 10 Rankings (4,668% increase)
- 3070 TOP 20 Rankings (15,350% increase)

Saveonconferences.co.uk

- 200 1st Place rankings (up from 0)
- 534 TOP 5 Rankings
- 664 TOP 10 Rankings
- 895 Ranking Overall in Top 30

Rankings: as of August 2004 (German (.de) the newly added 3rd site is in the process of optimization):

Search Engine Optimization Natural / PPC Campaign objectives:

- Achieve first-place search engine rankings for the terms "conference call" and "conference calling"
- Add " web conferencing," "audio conference," "audio conferencing," "teleconference," "voice conference" and other keywords to pay-per-click campaign
- Reduce monthly six figure pay-per-click Google/Overture budget without affecting the number of click through converted to customers
- Define and refine keyword and key phrases for maximum conversion rates using Web Analytics.
- Penetrate the "Global search engine landscape" by dominating search engine listings in the US, UK and German search engines.

Optimization strategies used:

- Keyword competitive analysis and optimization
- Linguistic analysis for keyphrases for US, UK and German demographics
- Full site organic optimization
- Section 508 attributes used for accessibility, cross browser compatibility and navigation
- SEO Inc's site architecture technology.



- Aggressive linking campaign with strategic Text Media Advertisement placement for increased site popularity and high visibility on Google and its subsidiaries
- Submission of indexed pages to YAHOO, AltaVista, Teoma and Ask Jeeves, Fast, All the Web and their subsidiaries on an individual basis
- Strategic methodology of submission including additional pages within the site for broader visibility and multi listings placement
- Continuous campaign maintenance after the initial optimization for consumer profiling and refined funneled traffic relevancy
- Detailed monthly ranking increase reporting metrics

Pay-per-click management strategies used:

- Continuous pay-per-click monitoring to achieve top placements
- 24/7 keyword bid analysis to monitor spending
- Prioritizing the best time of day for results to dominate the top search engine listings
- Web Trends and SEO keyword search analytics to identify which pay-per-click and organic ranking words produce the best results, and which search engines they are coming from to ensure the maximum return on dollars spent
- Continual refinement of keywords and key phrases analyzed by Web Trends Enterprise Analytics suite and other SEO Inc tools.

Success metrics:

- A jump in first-place rankings from 13 to 230 for Saveonconferences.com (U.S. site)
- A jump in first-place rankings from 0 to 200 for Saveonconferences.co.uk (UK site)
- An 80% percent decrease in the monthly pay-per-click budget, achieved by analyzing the company's best-converting keywords and changing the focus to search phrases such as "conference call services," "conference calling," "conference calling services," and "web conferencing services."
- Work in progress: Optimization campaign of Saveonconferences.de (German site) for improvement in regional and worldwide search engine domination