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## CASE Study: Search Engine Optimization and Marketing



### Challenge:

Ernest Packaging is a 60 year old custom packaging company with limited brand and product visibility on the internet. They were also unsure how much the internet would generate sales leads and increase business revenue.

### Strategy:

Provide baseline research on current internet visibility through keywords, search engines and referring links. Conduct keyword and competitive analysis to generate the core list of search phrases to drive relevant/qualified visitors.

### Program Tactics:

- Build site profile of meta information based on web page content and product messaging.
- Support SEO with paid search program to increase conversions while optimization program is gaining momentum
- Develop landing pages to increase more information request conversions

### Results

Baseline results showed 3 search phrases driving traffic to website: Ernest Packaging, SteelBoard and TempEndure. These are all brand names. Search engines were not listing Ernest in results for broad base search phrases such as package design, automated packaging, contract food packaging, etc. Since optimization we have seen a 38% increase in the search phrase indexing for packaging solutions search terms.

### Keyword/Page Indexing

Baseline	First Place : 1	Top 5: 10	Top 10: 13	Top 20: 16	Top 30: 20
Sept	First Place : 4	Top 5: 9	Top 10: 10	Top 20: 13	Top 30: 13
Oct	First Place : 5	Top 5: 12	Top 10: 13	Top 20: 16	Top 30: 17
Nov	First Place : 5	Top 5: 11	Top 10: 12	Top 20: 13	Top 30: 18

### Link Count by Search Engine//Directory

Links	Total	Google	Yahoo!	Live /Bing	AllTheWeb	AltaVista
BaseLine	18	2	0	0	8	8
Sept	298	3	76	1	109	109
Oct	353	3	92	5	126	127

### SEM

Campaign	Impressions	Sum of Clicks	CTR	CPC	Avg Position	Reg	Conv Rate	Cost Per Reg
Mth 3	105,249	1,719	1.63%	\$1.98	4.5	43	2.50%	\$79.00
Mth 2	103,707	1,688	1.63%	\$1.96	4.4	22	1.40%	\$150.39
Mth 1	97,850	1,286	1.31%	\$1.91	4	12	0.90%	\$204.41