

Case Study: Comprehensive Search Marketing Program



Situation

Abacus Solutions is a global value-added reseller (VAR) of new and refurbished IT infrastructure products and various IT-related services. Abacus Solutions partnered with Prominent Placement to develop a comprehensive search marketing program in an effort to reverse the trend of decreasing web traffic, leads and online visibility.

Strategy

Challenge: To reverse the decline of search engine rankings, website traffic and online leads so the client's website can become a positive contributor to the business.

Strategic objective: Increase online sales leads, double revenue contribution of online leads, increase client's online visibility for targeted keywords in search engine results and increase website traffic.

Creative Strategy: Prominent Placement developed a comprehensive search marketing program including search engine optimization, link building, optimized press releases and a pay-per-click campaign to meet the objectives listed above.

Results

Web Leads

2005 Total	2006 Total	Result Increase %
678	1,633	+141%

Sales Web Leads as % of Total Revenue

2005 Total	2006 Total	Result Increase %
2%	10%	+400%

First Page Search Engine Results Page

Pg 1 Listings Q1 06	Pg 1 Listings Q4 06	Result Increase %
29	105	+262%

Average Monthly Site Traffic

2005 Monthly Average	2006 Monthly Average	Result Increase %
2,896	4,545	+57%