

Case Study: Search Engine Optimization Credit Counseling Service



Note: Because of today's highly competitive marketplace, Prominent Placement's fiduciary role as our client's business partner precludes us from publishing their name for this Case Study. Our partner, however, has allowed the use of their success metrics for the purposes of this Case Study.

SITUATION: Client is the largest full-service, non-profit consumer credit counseling agency in the U.S. Client wanted to drive more traffic to their web site. The result of Prominent Placement's search engine optimization campaign is that both the number of top search engine rankings, and the amount of targeted traffic driven by search engines, increased dramatically, exceeding campaign goals.

STRATEGY:

- 1. Marketplace challenge:** Client helps consumers to consolidate and reduce their debt. The consumer credit counseling space is crowded and competitive. It's difficult to stand out among other providers and attract web site traffic.
- 2. Target audience:** Primarily credit-challenged women ages 25-54, with an annual household income of \$25,000 - \$49,000. Secondly: men fitting the same demographic. Specifically: consumers using a search engine to find help with debt management issues.
- 3. Strategic objective:** Drive traffic from search engines using search engine optimization. The goal was to (a) obtain at least 150 top search engine rankings for search terms being used by the target audience, ultimately leading to (b) an additional 10,000 web site visitors a month from search engines.

CREATIVE STRATEGY: Utilize the client's existing web site, and optimize 20 web pages by working targeted search terms into the content and coding. Copy was revised to include these search terms while still maintaining Client's brand and tone, as well as guiding visitors to take the desired action of enrolling in Client's debt management program.

RESULTS:

<u>Measure</u>	<u>Pre Prominent Placement</u>	<u>Post Prominent Placement</u>	<u>Increase</u>
Top-30 Rankings	11	180+	+1,500%
Monthly site traffic via search engines	7,500	13,500	+80%