

Using SEO to Increase Conversion Rates and Create Brand Awareness

CASE STUDY: B2B

IMPAQT began working with a client focused on disaster recovery and business continuity software solutions. Our client's primary interest was to increase overall search visibility, company awareness, and lead generation through Contact Us form completions, PDF downloads, and product downloads. The company had executed minimal online advertising, and the site had not been redesigned in a few years. The current frame-based site design was inhibiting spiders from indexing the site correctly within the search engines.

QUESTION:

How could IMPAQT help the company increase conversion rates, reach more searchers, and attain more leads?

REVELATION:

IMPAQT immediately recommended that the company move away from frame-based site design. Also, we worked with the client to revise and add relevant, keyword-rich content focused on search terms of utmost importance to their overall industry. From a tracking perspective, we recommended the client place engine tags on their ads to separate organic from paid traffic.

The IMPAQT:

Since implementing the suggested changes to their site, the client:

- Saw over a 400% increase in search visibility
- Made strides in branding, such as
 - 75% reach on campaign search terms
 - 52% of terms on Page 1 in Google
 - 54% of terms on Page 1 in MSN
 - 44% of terms on Page 1 in Yahoo!
- Experienced a 6.81% conversion rate
 - 61% of conversions were product downloads
 - 22% of conversions were PDF downloads
 - 12% of conversions were contact us completions