

Success with Template-based SEO Recommendations & Developing Customized SEO Training Modules

CASE STUDY: MULTIMEDIA

A leading multimedia company solicited IMPAQT to develop an Organic optimization strategy aimed at increasing online visibility and traffic to 7 of their Web sites. The company's web properties are among the top 20 visited local television-affiliated Web sites in the United States. Site content was constantly changing, and they required a firm that could scale to their needs and create a strategy that would be easily incorporated into each of their sites.

QUESTION:

How could IMPAQT help the company improve online visibility across 7 of their newspaper and television sites using SEO best practices?

REVELATION:

IMPAQT advised our client on how to optimize their sites despite the large amount of dynamic content. We recommended creating unique meta tags for each page, as opposed to their previous approach of using uniform meta tags for pages within a specific vertical. Delineating each page with unique tags would increase the amount of page saturation within the engines.

We also helped our client reformat their template to increase the usability of their Web sites and improve indexing by the search engine spiders. By providing template-based SEO best practices, our client could incorporate these recommendations across each of their sites.

In addition, we also created and delivered 7 customized computer-based training modules to educate our client's webmasters and journalists on how to code/write with SEO in mind. These modules were 4-12 minutes in length and utilized relevant client examples to enforce high-level SEO best practices. Our goal was to increase our client's in-house knowledge of Search and ultimately impact their long-term Organic success.

The multitude of sites and internal content managers made these educational modules extremely important. Our client distributed the training sessions across their organization on a monthly basis to enforce the importance of SEO. To reinforce the content presented, we also provided assessments at the end of each training module to gauge a participant's comprehension of the material. It was important that this training had a positive affect on their Organic Search knowledge for many reasons. One, not only could they apply this knowledge to their current page designs, but this training created guidelines to follow for future page development. And two, operating in the Publishing Industry means dealing with fluid and ever-changing content - making this application of knowledge vital to long-term success.

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The IMPAQT:

Our client's implementation of these recommendations has proven successful. Sample results for one site include:

- Increased page 1-3 listings across tracked engines by over 50% in just 6 months
- In one year, the client saw a 99% average increase in organic visibility across all tracked engines
 - 268% increase in visibility on MSN
 - 187% increase in visibility on Yahoo!

The above results were mirrored in additional sites due to the application of our template recommendations. In fact, our client underwent a redesign of all 22 sites and used a large percentage of our recommendations in this process.

Feedback on the training modules has also been extremely positive. Because of the strong organizational commitment and enthusiasm behind this effort, our client has benefited immensely from SEO training. Not only were the modules informative and educational, but they have also produced tangible results. As an example, due to the increase in internal SEO knowledge, our client developed site content that was quickly indexed by the search engines and reported substantial visibility in the results within hours of a breaking news story. The training we provided supplied the necessary SEO knowledge to create content that was search-friendly. Due to the overwhelming success of the computer-based training modules, our client has asked IMPAQT to develop and deliver a full-scale, live, and instructor-led seminar and workshop series.