

Increasing Organic Rankings While Complying with FDA Content Restrictions

CASE STUDY: PHARMACEUTICAL

A leading pharmaceutical company created a branded Web site with the goal to maximize the site's Search visibility, while merging offline and online brand awareness tactics. A major consideration for this campaign was the content restrictions faced by pharmaceutical companies. Multiple internal content reviews, coupled with FDA copy review and approval can delay, or even stunt, optimization efforts. Also, while the site was fairly simplistic in nature, it was built using dynamically generated content, image-based navigation, and heavy usage of text within images on the site.

QUESTION:

What could IMPAQT do to help the company optimize their dynamic and image-heavy site in the face of many legal content restrictions?

REVELATION:

A thorough analysis and update to the site was critical in order to achieve maximum search visibility. IMPAQT worked directly with the client's interactive agency to help redesign the homepage in order for the search engine spiders to crawl the interior pages of the site. To remedy the image-based navigation structure, IMPAQT helped build the internal text-based linking structure within the site, increasing overall link popularity and contextual relevancy based on critical market and audience-related search terms.

The key to IMPAQT's strategy was to make changes within the Web site while avoiding drastic changes to the text. This allowed our client to optimize their Web site while suppressing the issues surrounding content restrictions. IMPAQT also worked with the client to set up a system that would provide easy access to the outcomes for each of the recommendations we offered them. This set up provided our team with a better understanding of what recommendations would not be approved by the FDA and guiding our future recommendations. The client could then improve efficiency by focusing time on the recommendations that would be likely to gain FDA approval.

The IMPAQT:

As a result of following IMPAQT's optimization advice, the client:

- Saw more than a 175% increase in site traffic in just one (1) year
- Experienced a target audience percentage consistently reaching 93%
- Reached 100% of their audience in Yahoo! and MSN, and 93% in Google
- Made strides in both branded and non-branded arenas
 - Branded
 - 335 Page 1 listings, up from 33
 - 60 Page 2 listings, up from 16
 - 38 Page 3 listings, up from 19
 - 354% increase in site traffic
 - Non-branded
 - Visibility experienced over a 209% increase
 - 193% increase in site traffic