



## Marketing Case Study

### **Company Background**

SearchRight is an online marketing company that specializes in Search Engine Optimization (SEO), Search Engine Marketing (SEM) and Social Media Optimization(SMO).

### **Client**

Australian Radio Towers, Australia's largest manufacturer, supplier and installer of commercial grade radio towers

### **Objective**

In April of 2011, marketing executives from Australian Radio Towers contacted SearchRight for assistance with directing traffic to their website and increasing awareness about their brand. To date, Australian Radio Towers had invested thousands of dollars into renovating their website and online marketing strategies, to no avail. The company still ranked very low on Internet search engine results, which is the kiss of death for many businesses in terms of lost traffic. The bulk of their sales were still a result of offline advertising, word of mouth advertising and industry contacts they had made offline. Australian Radio Towers realized the importance of establishing a solid online presence and that doing so had the potential to increase their sales and company revenue exponentially. Together, Australian Radio Towers and SearchRight began tailoring a plan to not only meet, but exceed the company's Internet marketing goals.

### **Approach**

SearchRight conducted a comprehensive analysis of Australian Radio Towers' website to identify the issues within the site's structure that were keeping it out of the search engine results top spots. Armed with that information, SearchRight decided the best approach was a multifaceted one that included not only implementing necessary corrective measures, but also monitoring those corrections for evidence the new methods were indeed working. SearchRight implemented their SearchRight 10 Package to achieve these goals.

### ***SearchRight Executive Summary***

#### ***Client***

Australian Radio Towers

#### ***Objective***

To increase traffic by improving search engine placement and increasing company visibility

#### ***Solution***

Formulated a research-based strategy based on finding relevant keywords, improving site structure, link building and monitoring the strength of competitors keyword campaigns

#### ***Key Results***

\*Organic traffic to Australian Radio Towers' website increased by 70%

\*Sales leads have also increased dramatically by about 50% as a result of more inbound traffic

\*More jobs have been created within Australian Radio Towers to accommodate the influx of work orders

The SearchRight 10 Package is a six month website optimizing and maintenance program that utilizes the most important data from a website and restructures that data to the site's advantage within the search engine algorithms. The first month consists of performing in-depth research to identify the top ten keywords that target a company's niche market and audience. Once these keywords have been identified, the website's structure is redesigned to implement them in strategic ways that are complimentary to search engine algorithms. From there, the focus is link building strategy, which consists of creating relevant links back to a website from a variety of credible and search engine indexed sites around the Internet.

Months 2 through 6 encompass researching and identifying additional relevant keywords, modifying the site structure to best incorporate them and continuing to expand the link building strategy that was implemented in the beginning by linking the website to additional credible and search engine indexed sources. This time is also a maintenance period in which all changes are monitored closely to ensure they are working to a website's advantage. Reports are generated on a weekly basis to compare the site's progression through the search engine rankings over weeks prior. Relevant changes are made constantly to ensure the success of the campaign.

## **Results**

- ⤴ Organic traffic to Australian Radio Towers' website increased by 70%
- ⤴ Online visibility increased by about 80% by having more keywords ranked
- ⤴ Sales leads have also increased dramatically by about 50% as a result of more inbound traffic
- ⤴ More jobs have been created within Australian Radio Towers to accommodate the influx of work orders
- ⤴ PageRank increased to PR3

Having a streamlined, effectively managed website that's easy to navigate helps to ensure a website's success. When Internet users perform web searches for services, relevancy of the information in the site structure is key to the results the search engine is going to provide. They are constantly scanning your website in the background and relaying information back to their databases. The search engines rank each website according to how relevant the structured information is to the keywords of the searched phrase. This is why the proper usage and placement of keywords that accurately and succinctly describe your businesses is imperative.

"We are full of praise for the work that Louie and SearchRight Australia have done for our company. We saw great results from the SEO work almost immediately and within weeks were getting first place rankings on most of the key words we targeted. We highly recommend SearchRight Australia for SEO work and ongoing SEO support"

Andrew  
<http://australianradiotowers.com>

## **Future**

The next step in Australian Radio Towers' search engine optimization (SEO) campaign is to continuing building upon the foundation laid by SearchRight by monitoring their progress continuously to keep abreast of current SEO trends and the search engine rankings of their competitors.