

ourphilosophy:

“ It’s not sexy technology, cute design, or flash graphics that gets the team at Site Visibility excited. It’s creating practical & integrated online & search engine marketing campaigns, so that our client’s can acquire and retain customers on an ongoing and profitable basis. ”

Damon Lightley (Managing Director)

ourskills

To deliver truly integrated campaigns we have key skills in the following areas:

- Strategic marketing planning: Target audience analysis, segmentation, objective & budget setting, positioning, communication messages and on & offline campaign integration
- Digital marketing creative & technical expertise: Search engine optimisation, pay per click, SEO copywriting, email marketing, affiliate marketing, online PR and content development
- Reporting & measurement: User research, visitor & site usability analysis and campaign ROI measurement

ourcampaigns

Optimisation is critical to the on-going success of any online marketing campaign.

At SiteVisibility we have a role dedicated to this task. Each client is given a dedicated 'Campaign Optimiser' who stays with the client throughout the duration of the relationship. Their specific responsibility is to optimise a client's campaign on a regular basis so that the client gets maximum ROI out of their digital marketing spend.

ourclients

- | | |
|---------------------|------------------------------|
| Activity Wales | Graduate Recruitment Bureau |
| Agoy | Next Control Systems |
| Blue Index | Reebok Fitness |
| CancerBACUP | Siroco Estates |
| Coastal Cottages | Smiths Medical Plc |
| Energy Saving Trust | The Sports Nutrition Company |
| Gold's Gym | Travel Nation |

theclient: the sports nutrition co.

project: online marketing strategy, search engine optimisation, email marketing

“ the cost of PPC advertising has been halved and the number of conversions has increased by over 30% ”

SNC Direct – www.sncdirect.com
Client contact – Arnold Ferrier (Managing Director)

thebrief

SNC wanted to improve the visibility of their websites in the natural search engine listings and increase ROI from pay per click advertising. They also wanted to encourage existing customers to buy more often, improve online conversion rates and increase cross marketing opportunities.

The brief for SiteVisibility therefore, was to:

- increase the number of online sales
- increase the visibility of websites in the organic listings
- increase ROI from online marketing activity
- increase the number of repeat purchases through ongoing opt-in email marketing
- implement a robust and accurate reporting system to track all activity and measure ROI

thesolution

As well as improving the visibility of SNC's site through content, technical changes and link building, we brought a new integrated approach to their online marketing strategy, segmenting visitors by where they are in the buying cycle and treating them accordingly.

If people are ready to buy – sell to them. If they want information, give them information.

Once we were appearing in top 10 listings and had refined the pay-per-click campaign, we began to look at the routing of each enquiry. We made sure that someone typing in a generic term like "sports supplements" were taken to an educational page and given an incentive to register to receive further information by email. People who searched on specific brands or products were dropped immediately into a buying area with incentives to take an action. Proactive promotional email campaigns to newly captured potential customers have paid dividends.

theresults

- SiteVisibility's campaigns achieve an overall ROI that averages 300%
- Over 80% of all new customers acquired arrive via a search engine.
- The cost of PPC advertising has been halved and the number of conversions has increased by over 30%
- Total search referrals have increased by over 300%
- ROI from sales directly attributable from search engines peaked at a 700%
- ROI from sales directly attributable from emails average 350%

the sports nutrition company (SNC) has established a strong reputation in the sports nutrition and home fitness mail order market for over 9 years.

arnold ferrier, MD comments:

“ If you want to work with agency that will create a truly bespoke online marketing strategy for your business then I would seriously consider Site Visibility. At a strategic level they have helped me to refine and optimise my online plan and at a tactical level they have delivered very creative & profitable campaigns that have had a direct positive impact on my bottom line. ”

theclient: blue index

project: site rebuild, search engine optimisation and email marketing

“blue index experience a 400% increase in new business”

Blue Index – www.blueindex.co.uk
Client contact – James Swallow (CEO)

thebrief

Blue Index had identified that it needed to generate greater awareness of its online trading resource and research centre. It needed to ensure that the widest possible audience understood what Blue Index had to offer.

Particular emphasis was put on acquiring new customers, as well as targeting the existing customer base to promote the new CFD research centre.

Blue Index's key objectives were to:

- Gain greater control over making updates to the site
- Define, improve and optimise the ranking of Blue Index on search engines
- Raise brand awareness
- Drive qualified traffic through search engines to increase customer acquisition
- Retain and cross-sell to brand-loyal customers

thesolution

SiteVisibility redesigned the site and built it around a bespoke search engine friendly content management system (CMS). We also implemented a search engine optimisation strategy to deliver Blue Index's marketing objectives.

The strategy used a seven point plan:

- Site redesign with search engine friendly CMS
- Themed link building
- Code structure optimisation
- Code copy optimisation
- Visible copy optimisation
- Internal link architecture
- URL optimisation

keyword strategies focused on:

The type of keywords your clients use tell you a great deal about what their needs are. For Blue Index, certain keyword searches are evidently from people who know the brand and need a loyalty/buy incentive to proceed; another more generic group of keyword searches are used by people looking for a solution and need to be persuaded that Blue Index can help them; a third group are simply trying to understand what it's all about and need some background information. By presenting each group with timely appropriate information, we have been able to significantly improve the effectiveness of the online channel for Blue Index.

theresults

Based on a keyword strategy for major search engines including Google, MSN and Yahoo: Sample keywords: "cfds", "trading cfds".

- Over 40,000 new unique visitors delivered over a period of 8 months
- Over 400% increase in new business
- An increase in the number of first page positions on search engines from 0 to 45 was achieved within six months. This volume of positions has been maintained and we are still working with the client.

blue index specialises in trading contracts for difference (CFDs) on behalf of high net worth individuals, providing a full service trading and execution service.

james swallow comments:

“we track where each new account comes from using Site Visibility's reporting suite. At the end of 12 months we had increased our Internet sign-up by around 400%," James says. "Many of those accounts are extremely significant for us; our investment with SiteVisibility has paid for itself by a factor of at least 30. That's good business in anyone's book.”