

CASE STUDY

Integrated Natural and Paid Search campaign for Bishop's Move

Bishop's Move (<http://www.Bishopsmove.com/>) is a removal company that deals with residential and corporate moves and has self storage facilities. Their service extends across the UK, Europe and World wide. SiteVisibility have been working with Bishop's Move for two and a half years to increase the quality and quantity of new business leads from the Web channel.



Our initial brief with Bishop's Move was to develop and deliver two lead generation microsites. The success of this project led to an ongoing relationship in the area of Paid (PPC) and Natural (SEO) Search Engine Marketing including an Integrated Search Engine Marketing strategy and ongoing campaign management.

The Brief:

Our brief has always been to take the Bishop's Move brand to a wider audience online thereby generating new business in the areas of UK, European and International removals, corporate relocation and self storage utilising paid and natural search methods.

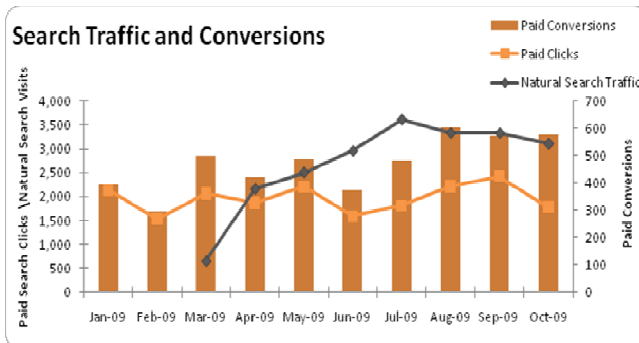
Our Strategy:

- To identify proven, research based, keywords and optimise the website for them.
- To develop a link building plan with competitor back-link analysis.
- Management and optimisation of the Adwords campaign.
- Adwords budget management. We worked to reduce the cost per click of the main keywords, allowing other keywords to be included in the campaign within budget.
- Creation of targeted landing pages to increase conversion.

The Overall Integrated Search Results:

- The **cost per conversion fell from £18.76 to £4.88** for paid search from March 2008 to October 2009.
- **Natural Search traffic to the site increased by 380%** from March 2009 to October 2009.
- From March 2009 to October 2009 **conversions from Natural Search increased by 218%**.
- The number of **inbound links to Bishop's Move's website increased by 900%** from March 2009 to October 2009.

2009 Results:



Testimonial

'We are extremely happy with the results SiteVisibility have achieved for us over the past 3 years. They clearly understand our business objectives and have consistently demonstrated their outstanding expertise in SEO and PPC. They are proactive, flexible and responsive to our needs. Their recommendations continue to develop and improve our online marketing initiatives to the level that we consider them an invaluable extension to our in-house marketing team.'

Chris Marshall
Director, Bishop's Move

To find out how we can do the same for you:

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