

Search Engine Optimisation for online publications

In September 2008 SiteVisibility was appointed to improve the natural search performance of the whole of the LexisNexis Connect web portfolio. LexisNexis is the leading global provider of magazines, journals and jobs sites for legal, tax, environmental, health and safety and accounting professionals. LexisNexis's Environment in Business site supports the Environment in Business magazine, which is the leading published resource relating to corporate environmental challenges. The website features a search facility, enabling environment professionals to source the information they require to make informed decisions on important environmental issues affecting their business. EiB Online is designed to provide the latest news on new legislation, environmental trends and government policy.

The Business Brief:

LexisNexis's requirements were relatively straightforward but challenging; to improve natural search performance & results in order to drive more traffic to their websites to generate business and revenue. They recognised the potential of a relationship with SiteVisibility, a specialist in search engine marketing with a strong track record of results for leading players in the publishing industry.

The SEO challenge for SiteVisibility was to develop a strategy for 22 independent websites, with different requirements, competitive environments and usage levels whilst delivering results within the first 6 months of the contract.

The Strategy:

Our SEO strategy was to break the 6 months down into two stages and achieve the following:

Months 1 to 3:

- ✿ Client Business & Marketing Analysis
- ✿ Keyword & Competitive Analysis
- ✿ Benchmark Reporting
- ✿ Website MOT
- ✿ Tactical: Content Optimisation
- ✿ Tactical: SEO Copywriting

Months 4 to 6:

- ✿ Tactical Link Building

Traffic & Conversions:

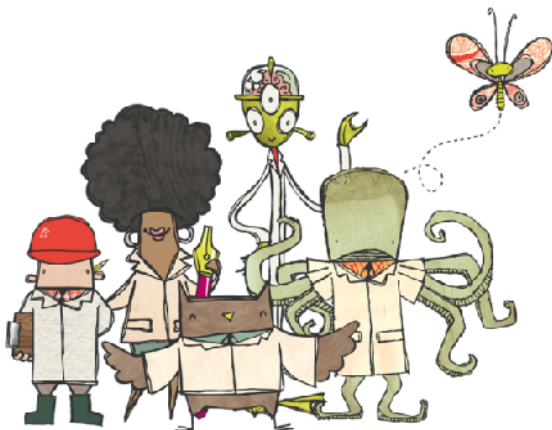
Since the project was established in November last year we have seen very positive results for the EiB Online website:

- ✿ Traffic from Natural Search increased by 852% from January to May 2009
- ✿ Keywords 'environment business', EiB shot up from number 7 to number 1 in search results.
- ✿ Links and subsequent referring traffic has also increased.

Testimonial:

"As our business model evolves we are investing in new technologies that deliver vertically focused content users can analyse, explore and engage with, in order to better serve our customers and create new revenue channels. Our collaboration with SiteVisibility will ensure our efforts are highly visible in the search engines."

Charles Barber
Head of Marketing & Online Communities
LexisNexis



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

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