

CLIENT SUCCESS STORY



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NATURAL SEARCH CLIENT SUCCESS STORY

B2C Client, Beauty Products

Apogee Search's team of SEO experts increased the return on overall e-marketing investment and search rankings for a health and beauty products retailer.

Apogee Search
6207 Sheridan Avenue
Suite 200
Austin, Texas 78723
p. 800.984.3041
f. 512.583.4205
www.apogee-search.com



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B2C Client, Beauty Products

This is a broad overview of an actual SEO client of Apogee Search. While results for this client are typical, as with any search effort, due to the many variables involved, similar results can be expected for most client engagements although are not guaranteed.

THE SITUATION: At the beginning of 2008, a B2C health and beauty products company engaged Apogee Search as a trusted advisor/consultant to assist them with their online marketing as they re-branded and moved their website domains to create an entirely new web presence. A major challenge was that their current business was local, so the majority of their traffic was driven by existing clients.

GOALS: By utilizing natural search (SEO), the client's overall goal was to increase the profitability and visibility of their website to both new and existing customers, with specific mandates to:

1. Generate increased, relevant traffic volume
2. Reduce paid search (pay per click) costs
3. Continue growing total revenue

PLAN OF ACTION: Apogee Search selected broader, non-branded search engine keywords in order to generate new web traffic from the more general search terms used by prospective buyers, instead of only attracting the traffic generated previously by their existing customers.

Apogee also consulted with them throughout their website migration, providing detailed guidance on SEO best practices and risk mitigation approaches. Once the consulting service concluded, Apogee's performance success earned a full SEO campaign management commitment. The primary and most valuable activity performed in Apogee's SEO efforts was to employ link building strategies including the whole range of content-rich, natural looking links that are craved by the Google algorithm. Additionally, in order to track the ongoing effectiveness of the SEO campaign, Apogee also analyzed the client's analytics system.

RESULTS: Due to Apogee Search's expertise, hard work, and performance success, the client was able to reduce paid search spend, and has experienced an increased return on their total e-marketing investment. Overall, Apogee Search helped the client accomplish their goals by:

- Creating visibility on previously unranked product category keywords
- Ranking in the top 5 on all key brand name searches
- Achieving other top rankings on more general, high search volume keywords
- Driving a significant amount of additional and relevant traffic to the site
- Improving return on e-marketing investment by downsizing paid search

SOLUTION SUMMARY

Due to Apogee's consulting and complete SEO campaign management success the client's goals of reducing paid search costs, generating increased relevant traffic volume and improving the return on their e-marketing investment, were all successfully achieved.

Industry

- ▶ Health and Beauty Products

Challenges

- ▶ Current business was local, so the majority of traffic was driven by existing clients
- ▶ Rebranded and migrated domains

Solution

- ▶ Consulted on SEO best practices and risk mitigation approaches
- ▶ Implemented broader, non-branded keywords
- ▶ Analyzed the client's web analytics system
- ▶ Employed link building strategies

Results

- ▶ Created visibility on previously unranked keywords
- ▶ Ranked in top 5 on all key brand name searches
- ▶ Top rankings on general, high search volume keywords
- ▶ Drove additional, relevant traffic to client's website
- ▶ Reduced paid search resulting in improved e-marketing ROI

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RESULT STATISTICS:

| GOOGLE RANKINGS | | |
|------------------|---------------------------|----------------------|
| | Start of Campaign Ranking | Sample Month Ranking |
| Tier 1 Keywords | Apr 2008 | Jan 2009 |
| Beauty Product 1 | 142.8 | 6.4 |
| Beauty Product 2 | 57.2 | 8.2 |
| Beauty Product 3 | >300 | 13.5 |
| Beauty Product 4 | >300 | 15.2 |

| VISITORS | | |
|-----------|---------------------------------|----------------------------|
| | Start of Campaign # of Visitors | Sample Month # of Visitors |
| Referrers | Apr 2008 | Jan 2009 |
| Google | 1,241 | 2,006 |
| Yahoo | 621 | 768 |
| MSN | 289 | 525 |
| Total | 2,151 | 3,299 |

| YAHOO! RANKINGS | | |
|------------------|---------------------------|----------------------|
| | Start of Campaign Ranking | Sample Month Ranking |
| Tier 1 Keywords | Apr 2008 | Jan 2009 |
| Beauty Product 1 | 9.0 | 3.0 |
| Beauty Product 2 | >300 | 15.5 |
| Beauty Product 3 | >300 | 9.8 |
| Beauty Product 4 | 35.3 | 18.0 |

| SALES | | |
|-----------|------------------------------|-------------------------|
| | Start of Campaign # of Sales | Sample Month # of Sales |
| Referrers | Apr 2008 | Jan 2009 |
| Google | 13 | 65 |
| Yahoo | 7 | 13 |
| MSN | 2 | 12 |
| Total | 22 | 90 |

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