



Search & Lead Generation

February 1, 2008



The Client

Our client is a national association dedicated to educating consumers on the benefits of their products, and ensuring the economic health of its industry by assisting its members with marketing and lead generation activities. The client's website plays a central role in the organization's mission.

The Challenge

Positioning itself as an educational resource of information for their product and industry, the client needed to get in front of consumers at the moment those consumers were researching their purchase. Logically, that point for most consumers is a search engine. However, competition is high within their keyword space. For example, a google search for one of their main keywords returns over 1.5 million results.

Further, after driving traffic to their site, our client needed to retain a consumer's attention and direct motivated buyers to local providers who perform the service.

Congruent Media's Solution

Driving Traffic

Congruent Media worked with the client, and researched search trends, to identify which specific keywords were most important to driving relevant traffic to the website. Congruent Media then developed and implemented a long-term plan to boost the client's search engine rankings for those keywords.

Some of the implemented techniques within that plan:

- Creating an "Ask the Experts Forum" provided unique and dynamic content that was highly rewarded by search engines, and also provided additional "long tail" keywords;
- Leveraging existing member base, and sister organizations, to build inbound links from industry related websites;
- Posting listings in online directories to build links from thematically related and highly trafficked websites.

Lead Generation

A "Find a Contractor" system which allowed site visitors to type in their zip code, along with contact information. This information was then forwarded to local providers who had registered with the client, and specified they work in that geographic area.

By directing the flow of traffic into the website through the use of keyword- specific landing pages, Congruent Media ensured that consumers arrived directly to the information they were looking for when clicking on a search result.



2007 Site Statistics

448,724 Unique Visitors
from organic search
26,021 Conversions
5.8% Conversion Rate

Results

Through continued optimization, the client's website now appears on the first page of many targeted keyword's search results. This heightened visibility drives a remarkable amount of new traffic to the website. In 2007, the client's website received a daily average of 2,756 unique site visitors. 55% of this traffic was referred by search engines.

A "conversion" is defined as a consumer who fills out a form through the "Find a Provider" system. In 2007, the website recorded 26,021 conversions, equating to a 5.8% conversion rate.

Current Keyword Results: "Metal Roof"

| Search Engine | Total Results | Placement |
|---------------|---------------|----------------------|
| Google | 1,640,000 | 1 st Page |
| Yahoo | 46,000,000+ | 1 st Page |
| MSN | 17,700,000+ | 1 st Page |

Site Traffic Sources - 2007

