



Case Study

Pay-per-Click Increases High-end Business Services' Online Brand Recognition

A large high-end business services company asked Octane to develop a strategy for increasing targeted visits to their Web site. The site includes information about services, examples of projects, and a good resource center that offers white papers, a blog, and case studies. Leads that come through the Web site are followed up by field salespeople.

Octane's Solution

Harry Hallman of Octane suggested a Google pay-per-click advertising program. Three campaigns were created, one for each of the company's major services. Each campaign linked to a special landing page that explained that service and had a strong call to action.

An additional internal program was also suggested. Hallman thought that a digital footprint effort would also increase visits. He suggested that the company's own staff embark on a search for relevant Web sites, directories, and blogs and find ways to be listed or mentioned.

Competitive Analysis

Octane conducted a competitive analysis for major competitors of the company. We wanted to know how these competitors were using online media and what their position was in terms of search engine optimization. The information was used as a benchmark for the success of the program.

Keyword Study

Hallman conducted a comprehensive keyword study to determine the best keywords for the various categories of services. The best keywords were used for targeting on the PPC search engines as well as in landing page and ad copy. The selection of the proper keywords is imperative in generating the desired results.

Ads

The ad program was divided into four campaigns, one each for the major categories of services provided. Each campaign included from 10 to 15 different ads and keyword combinations.



An additional benefit of conducting PPC advertising campaigns is the information obtained from the most popular keywords used for searches and the most popular ads that are clicked. The combination of both provides insight into the needs and wants of the prospective client base.

Management

The program was managed by tweaking keywords, ads, and cost per click to generate the best possible results at the lowest cost. Keywords were added and deleted based on performance. Ads were changed to enhance titles and copy to increase clicks. Landing pages were updated with new products and copy as needed.

Reports were created each month that included performance and insights gained through the PPC process.

Results

According to the competitive analysis, the company exceeded all of their primary competition for both advertising and search engine position for the primary keywords.

For a 12-month period, compared to the previous year, Web site visits increased by 61% and page views increased by 60%. Organic searches and clicks from Google increased by 60% (this does not include PPC ads on Google).

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