

## Five Day Evidence (a case study)

Leading research and experience has proven that the majority of companies routinely ignore their web site and the internet in marketing their products or services. Yet the majority of all web visitors start with search engines to get where they're going. Whether you sell products on the web or not, you must understand how your web site can collaborate with people looking for your products or services.

In a recent engagement with a cosmetics company, Explore began by setting up Key Performance Indicators (KPI's) through web analytics to address organic search results. Though these results are not typical, after only five days, dramatic improvements in natural search results of this very competitive industry ensued. Here are some selected results where the actual search phrases have been changed to "Phrase 1", "Phrase 2", etc.

Google	7-Jul	11-Jul	change
Phrase 1	200	12	+188
Phrase 2	93	10	+83
Phrase 3	79	11	+68
Phrase 4	7	1	+6
Phrase 5	92	5	+87
Phrase 7	200	20	+180
Phrase 9	9	2	+7
Phrase 10	68	6	+62
Phrase 11	93	8	+85
Phrase 12	200	9	+191
Phrase 13	13	2	+11
Phrase 14	68	7	+61
Phrase 15	51	2	+49
Phrase 16	200	2	+198
Phrase 18	78	4	+74

## BEST-OF-BREED SEO AND SEM MEASURED BY ANALYTICS

With organic search, your search engine results page (SERP) translates into the real estate mandate for "location, location, location." Explore's best-of-breed search engine marketing services include search engine optimization (SEO), which is the art of increasing your organic search results, paid results, paid inclusion, analytics integration, analysis and on-going retainer-based improvement services.

Bottom line, our goal is to increase your sales by encouraging dialogue between you and your audience and by increasing traffic to your web site(s), primarily through organic search results, since over 80% of all search engine users prefer organic links rather than sponsored ads.

The process begins by insuring that your site is completely integrated with proper analytics tools, which will require certain pre-requisites such as site architecture, page construction, content and linking. Key performance indicators (KPIs) are identified and dashboard views are established. Competitive analysis is critical to determining what works and what doesn't for you and your competitors.

We help you find the big ponds of people on the internet. With a very small budget, we help you find where your site ranks for important keywords, we make recommendations for both campaigns and web site improvements, then we engage with you to keep your site at the forefront of your prospects eyes.

### Web Site Improvements & Cutover

We may find that your site architecture does not lend itself well to accomplishing your goals. Integration may be required to existing or future customer relationship management or e-commerce applications. Your site architecture should easily allow your clients to interact with you. Since Explore has complete development teams, we can even design, build and manage the site for you.



*Relying on Analytics alone will not improve your traffic. Explore uses the data for measuring improvements over time.*

If you are launching a new site, we can help to insure existing results remain steady and that new results improve.

### Other Technology Expertise:

- eCommerce development
- CRM & ERP implementation
- Enterprise database architecture
- Custom application development
- Data warehousing
- Application integration
- Project management
- Interim services

Getting ready to change your site? Be careful not to completely ruin your current results and take advantage of the potential to increase traffic by multiple orders of magnitude.

Discover how Explore SEO and SEM services can help you to dramatically improve internet traffic flow to your site. Call to learn more about our consulting services.