

Site Revamp, Search Engine Optimization and PPC management for Compliance11

Background:

Compliance11 (compliance11.com) provides on-demand [Compliance Software Automation Tools](#) for the financial services industry. Compliance11 enables organizations to reduce their regulatory compliance spend by automating labor intensive tasks and at the same time increase the quality of their supervision. Compliance11's solutions automate Personal Trading, Affirmations & Disclosures, Gifts & Entertainment and Case Management.

Issue:

Compliance11 was previously engaged with another company for SEO/SEM services. When Explore took over the SEO/SEM management for Compliance11, the web site suffered from an average bounce rate of 80% and poor conversion. In addition, Explore identified that the keywords for which Compliance11's web site was found through the search engines were not relevant to the products offered by Compliance11 – this was the suspected cause for the high bounce rate.

Solution:

Explore designed and implemented a new “SEO ready” website for Compliance11 within six weeks. The new site targets a list of keywords relevant to the products offered by Compliance11 in order to increase the incoming targeted traffic from the search engines. Additionally, the site was designed with a new approach to user experience in order to increase the conversion rate while reducing the bounce rate. Explore also did a complete restructure to the online paid campaigns and optimized in order to achieve a better click-through-rate and a higher conversion rate.

Results:

The new site is now ranked on the first page for many of the targeted keywords and gets a steady increase of incoming traffic from the search engines through organic listings. In addition, the bounce rate was reduced to an average of 50% and the average time spent on site has increased by 50%. The costs for the online campaigns on Google Adwords, MS AdCenter, Yahoo! Search Marketing and Business.com were reduced by 30% without affecting the amount of paid visitors. This was achieved through reducing the cost per click and creating new targeted campaigns with a higher return on investment.

Example Google keyword improvements for Compliance 11

Keywords	Current Ranking	Previous Ranking
financial compliance software	1	Unranked
employee compliance tracking	1	Unranked
personal trading compliance supervision	1	25
personal trading software	1	3
employee trading software	1	25
gifts and entertainment tracking	2	28
personal trading compliance	2	56
regulatory compliance software	4	Unranked

About Explore Consulting

Based in Bellevue, Wash., Explore Consulting was founded in 2001 and is a professional services company dedicated to providing innovative solutions for their customers' database and IT systems needs. Explore is the largest NetSuite Solution Provider and reseller in the Northwestern United States, has been a 3-time NetSuite Star Performer and is a leading Microsoft .Net Solution Provider. For more information, visit www.exploreconsulting.com.

