



## Case Study – Search Engine Optimization (SEO) & PPC Management

“Compliance 11 came to Explore Consulting for SEO assistance. Prior to Explore, the Compliance 11 website was generic and focused solely on keyword searches versus our core business offering. Explore quickly designed and implemented a new website that focuses more on the user-experience and drives more relevant traffic to our site. Additionally, Explore worked with us to improve our keyword search, site relevancy, and we are happy with the improvements we’ve seen in conversion and bounce rates.”

- Larry Goldfarb, Co-Founder and Chief Strategy & Marketing Officer, Compliance11

**Background:** [Compliance11](#) 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 [Search Engine Optimization \(SEO\) / Search Engine Marketing \(SEM\) 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 keyword 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.

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

**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.

## About Explore Consulting

Based in Bellevue, Washington, Explore Consulting was founded in 2001 and is a professional services company dedicated to providing innovative and cost-effective solutions for their customers' database and IT systems needs. Having specialized in SaaS solutions for more than 11 years, Explore Consulting is the largest and most experienced NetSuite reseller and solution provider in the Northwestern United States. Whether you are looking for assistance with your NetSuite purchase and implementation or needing to integrate your NetSuite account to an external data

source, Explore is your one stop NetSuite service provider. Explore Consulting is well-known as a leader in NetSuite customization, integration and extensibility, and was recently included on the Inc. 5000 list of fastest growing privately owned companies in the U.S. for the fourth year in a row as well as the Puget Sound Business Journal's 100 Fastest Growing Private Companies. Explore has also been a 7-time NetSuite Star Performer and was recently named as 2011 NetSuite Partner of the Year, Americas. For more information, visit [www.exploreconsulting.com](http://www.exploreconsulting.com).