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Case Study
Compass-Guard Security Systems
<http://www.compassguard.com/>

Website redesign adding SEO rich content & PPC campaign greatly increases captured leads to security business.

Situation: Compass Guard Security Systems, a NY State Licensed Watch Guard & Patrol Agency wanted to increase their business. Unfortunately, their website was extremely outdated and had no search engine rankings. One main problem with the site was that it had *little to no* call-to-action statements and they received only a small amount of leads.

Challenges: The existing website did not present a professional appearance, nor capture leads, therefore, minor updates alone would not be enough to give the site a professional look. Additional copy would be needed in addition to reorganizing and optimizing the content that was already present on the website site at that time.

Strategy: Prime Visibility built an entirely new website for Compass Guard and implemented the process of branding the company by designing a new company logo incorporated into a new, professional looking, website design. Next Prime Visibility began the first stage of copywriting, for a total of roughly 12 new pages of copy, each containing content that had a strong call-to-action message. Once the new site went live, a pay-per-click (PPC) campaign was implemented to kick start the results. Several weeks later, the second stage of copywriting commenced and the addition of 15 more pages of search engine optimized (SEO) copy was then integrated into the site.

Results: A baseline was set for February of 2005 and the website was analyzed for 6 full months through August of 2005 for the purpose of our study. Our findings were excellent. Visits to the site in August of 2005 were significantly higher than the baseline results and Page Views were 79.4% higher overall. Also, the "call to action" text performed well with 278 visitors clicking on the "Contact Us" page throughout the month of August.

The Google Adwords PPC campaign also had very positive results. The keywords that performed best were in areas where the searcher specifically stated "NY" or "New York" as their target area. Therefore, the ads were effective in converting searchers into client leads. Overall the conversion rate for the Google PPC campaign rose from .62% to 5.34%, and once again up to 9.47% in August.

In Conclusion: Redesigning the Compass Guard Security Systems' website into a professional, search engine friendly design and adding SEO rich content, as well as strategizing and implementing an effective PPC campaign, successfully met or exceeded Compass Guard's business goals. They went from almost zero leads – to dozens of leads per week. These figures include job seekers and agencies looking to contract compass guard for private security. It has been a very successful endeavor.