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SoundBytes.com
Case Study – Search Engine Optimization
Client URL: <http://www.soundbytes.com/>

Situation:

SoundBytes carries a complete selection of products for people with hearing loss. Their main objective was to increase awareness of their products and increase sales online, through their mail order catalog and utilizing search engine optimization services.

Challenges:

The shopping cart software that SoundBytes was using was a proprietary e-commerce system that was inferior for their needs. Furthermore, the website and shopping cart were not “search engine friendly”. They wanted a website that was less disorganized and with improved navigation. SoundBytes also needed to greatly improve their rankings in the major search engines.

Strategy:

Prime Visibility did a total redesign of SoundBytes’ website, including upgrading the e-commerce system to a MIVA Merchant shopping cart. The client’s homepage got a neat new design utilizing improvements in the navigation, coding and copywriting. Specific call-to-action statements and numerous, quality industry-related reciprocal links were added to significantly enhance the popularity in the major search engine indexing and rankings. Creating a relevant keyword phrase campaign enabled both pre-qualified and unforeseen traffic generation that is converting into sales.

Results:

The initial results show significantly increased online visibility and sales just 2 months since the search engine optimization campaign was launched. The baseline report run in early July showed a Visibility Score of 8.45%. That means that for the 98 keywords in the 3 major search engines, there was an 8.45% visibility. The following month *nearly doubled* to 15.6% with 3 first place rankings, in addition to an abundance of top ten rankings. The Visibility Score is a representation of the number of times that a keyword phrase will show up on the first 3 pages within the targeted Search Engines. The increase in the Visibility Score is tangible proof that the website’s content was made more relevant to the keywords and keyword phrases being searched. Many unique keywords are driving traffic, and many of them relate to instances in which the site has top placement in the natural rankings. The increase in sales revenue is also very impressive with total orders steadily increasing. Prior to redesigning the website, SoundBytes were averaging 1.5 orders per day, and at the time of this writing, they are averaging almost 6 orders/day. On this, the last day of October, SoundBytes will have profits, 30% higher than their former best month. It can also be noted that the increases in orders are as a result of higher natural rankings without any Pay-Per-Click advertising in place.