



The Challenge

An established, media post-production company sought to expand their abilities, adding High Definition graphics and editing to their repertoire. In their case, being established was a handicap in that, clients who had known them for years continued to think of them as offering only older technology. They retained Granular Solutions to help increase awareness of the new media services they offer.

The Method

After careful analysis it was determined that a combination of SEO (Search Engine Optimization) and SEM (Search Engine Marketing) would deliver the optimal results our client needed. The first step was to work closely with the client to identify key terms relating to the media services they offered. We then revised copy within the site to better emphasize the relevance of these key terms and applied other optimization techniques. Through more in-depth analysis and extrapolation we identified valuable key terms important to their business and created a SEM campaign centering on these terms. At first, we focused the campaign on Google only, but after evaluating its success after three months, it was mutually agreed upon to expand the SEM campaign to also include Yahoo! in order to widen the reach of the campaign and attract more potential visitors to the site. We consistently monitored the traffic to the site in order to assess the effectiveness of our optimization strategies and we devised additional improvements as needed.

The Results

Before the marketing campaign began, the web site averaged 177 unique visitors and a total of only 298 visits per month. Within three months of optimization and beginning the SEM campaign for related key terms, the number of visitors directed to the web site through the Google search engine jumped from just 94 per month to 242 per month — an increase of over 157% — for both organic and paid search results. In addition, the number of new visitors to the site each month increased 270% during this period from approximately 181 per month to 671 per month. Meanwhile, the number of returning visitors to the site steadily increased as well during the first four months after the site was optimized. This case is another example of how the combination of SEO and SEM is highly effective in attracting both new and returning customers to a web site.