

SEARCH ENGINE OPTIMIZATION CASE STUDY



Case Study Client:

Cinque Terre Vancouver

Date:

July 05, 2005

OVERVIEW

Cinque Terre is home to five of the most expensive luxury waterfront condos in beautiful Vancouver. There is one exclusive home per floor in this waterfront property. A highly private and exclusive style of living has been created at Cinque Terre; no energy was spared to create this property. Cinque Terre Vancouver's location on Beach Avenue, minutes from the heart of downtown benefits from unbelievable waterfront views and access to Stanley Park, English Bay and Sunset Beach.

RESULTS at a Glance

- 1 Within 3 weeks, of the launch date, www.cinqueterre.ca appeared on Google's top ten results for many of the top industry keywords related to luxury and waterfront real estate.
- 2 The number of unique visitors increased ten-fold within a four week period after the initial launch. The majority (over 90%) of traffic came directly from Google, Yahoo! and MSN search engines.

READ MORE and see **HOW** we did it...

:: OBJECTIVE

Cinque Terre Vancouver wanted to:

- Sell the five luxury condos
- Generate sales leads
- Increase qualified and relevant website traffic
- Increase number of unique and repeat visitors
- Increase local, national and international awareness
- Save on advertising costs
- Market 24/7 on the internet

:: STRATEGY

Search engine services provided by 4AM Group:

- Research & Analysis
- Keyword List Development
- Tag Optimization
- Copy Editing
- Link Building
- Website Submission
- Reports
- Web Analytics
- Monthly Maintenance Package
- Interim Pay-Per-Click Campaign

:: APPROACH

4AM Group utilized a 3 phase strategy for the optimization of the Cinque Terre Vancouver website.

Phase 1 – Interim Pay-Per-Click Campaign

- 4AM Group initiated a Pay-Per-Click campaign during the initial launch of the website (that 4AM Group developed and implemented). During the first months, pay-per-click advertising provided initial sales leads. PPC was stopped 1 month after the initial launch as the natural search engine rankings began to propagate.

Phase 2 – Research, Analysis & Implementation

- During the initial PPC strategy, 4AM Group optimized the Cinque Terre Vancouver website for natural search engine placement. Services included research & analysis, tag optimization, copy optimization, website submission and ranking reports.
- In addition, 4AM Group launched a link building campaign for Cinque Terre Vancouver, increasing the number of valid backlinks to over 75.
- 4AM Group also integrated website analytics for the initial phase of the project. Reports were prepared for Cinque Terre on a monthly basis in order to gauge the success of the campaigns.

Phase 3 – Re-Optimization

- Cinque Terre Vancouver approached 4AM Group to re-optimize all website pages for more keyword phrases. 4AM Group initiated a campaign that provided: keyword list development and analysis, tag optimization, and copy editing.
- A new sitemap page was developed along with three new pages geared towards optimizing for three distinct keyword groups.
- Monthly ranking reports were generated in order to maintain the search engine rankings.

READ MORE about RESULTS and details...

:: RESULTS

Within a week of the launch date, 4AM Group implemented the optimization and began the indexing process. Within 3 weeks, of the launch date, www.cinqueterre.ca appeared on Google's top ten results for many of the top industry keywords related to luxury and waterfront real estate.

The number of unique visitors increased ten-fold within a four week period after the initial launch. The majority (over 90%) of traffic came directly from Google, Yahoo! and MSN search engines.

In addition, Google PageRank increased from a value of 0 to 5 or higher on the majority of the website pages. This is attributed to a successful link building strategy.

Four of the five luxury residences (priced between \$1.5 to \$5 million) were sold during the first phase of search engine optimization (one directly attributed to seo). Currently, during the second phase of search engine optimization, the only remaining property is on the Fourth Floor which is selling for \$4 million. The luxury home is under negotiations at this moment.

:: EFFECT ON BUSINESS

Results based on original objectives:

- 4 of 5 luxury residences sold during first phase of optimization
- Generated multiple international leads
- Significant increase in qualified and relevant traffic
- Ten-fold increase in unique visitors within 4 weeks
- Significant increase in national and international interest
- Reduction in advertising cost
- 24/7 marketing for luxury residences

:: SEARCH ENGINE RANKINGS
results at July 22, 2005

search word *"luxury condos Vancouver"*

GOOGLE	#1	FIRST PAGE
YAHOO	#1	FIRST PAGE
MSN	#1	FIRST PAGE
ASK JEEVES	#1	FIRST PAGE
AOL	#1	FIRST PAGE

search word *"waterfront condos Vancouver"*

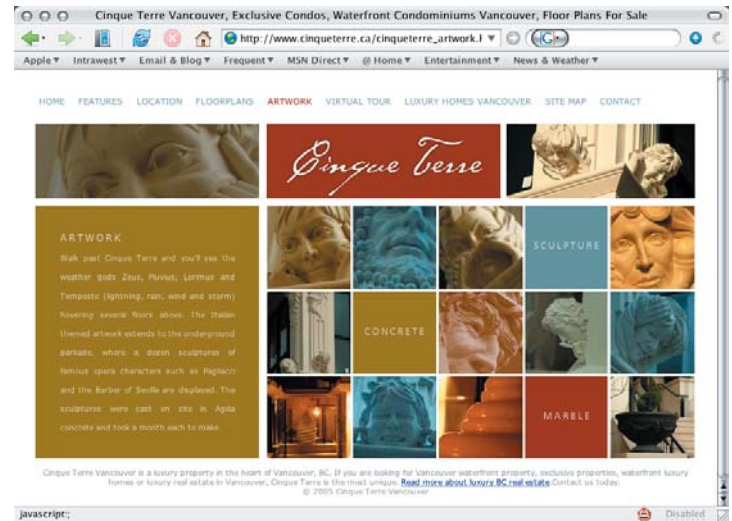
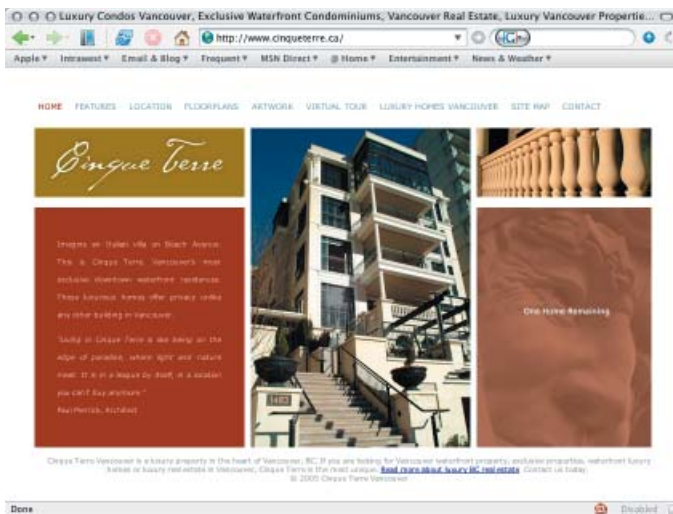
GOOGLE	#1	FIRST PAGE
YAHOO	#2	FIRST PAGE
MSN	#1	FIRST PAGE
ASK JEEVES	#1	FIRST PAGE
AOL	#1	FIRST PAGE

search word *"Cinque Terre real estate"*

GOOGLE	#6	FIRST PAGE
YAHOO	#1	FIRST PAGE
MSN	#1	FIRST PAGE
ASK JEEVES	#2	FIRST PAGE
AOL	#9	FIRST PAGE

:: SCREENSHOTS

www.cinqueeterre.ca



:: OUR STORY

4AM Group develops businesses, concepts and tools that are designed to bring people together, providing the resources to do greater things. 4AM Group understands how the value of authentic relationships truly affects the performance and growth of every organization. **Think of 4AM as igniting the spark.**

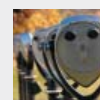
Originating in digital technologies, the specific skill of 4AM rests with understanding the complexity of different organizations and the many different needs for creating great relationships. Unlike the cliché approach to relationships that grace almost every company's "mission statement", 4AM understands how the value of authentic relationships truly affects the performance and growth of every organization.

:: 4AM SERVICES



DRIVE MORE BUSINESS

SOLUTION : WEB DESIGN & ECOMMERCE



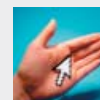
GET GOOGLE'D GUARANTEED

SOLUTION : SEARCH ENGINE OPTIMIZATION



BUILD MORE LOYALTY

SOLUTION : EMAIL MARKETING



ENGAGE MORE CUSTOMERS

SOLUTION : INTERACTIVE MEDIA

GET 4AM TO WORK FOR YOU AND GET RESULTS GUARANTEED
CALL 1.877.426.8811 OR GO ONLINE WWW.4AM.CA FOR MORE CASE STUDIES