

SEARCH ENGINE OPTIMIZATION CASE STUDY



Case Study Client:

4AM Group Ltd.

Date:

July 31, 2005

OVERVIEW

After undergoing a re-branding phase in June 2005, 4AM Group re-positioned itself as a leading provider of integrated digital marketing for medium to large companies. Part of the re-branding phase was to make sure that the corporate website (www.4amgroup.com) would be optimized naturally for the major organic search engines. Providing solutions in web design & ecommerce, search engine optimization, email marketing and interactive media, 4AM Group successfully optimized the corporate website for hundreds of keyword phrases relating directly to its core services. The results have been very impressive.

RESULTS at a Glance

- 1 Over 500 keyword phrases (directly relating to 4AM Group services) ranked in the top 10 placements across all major search engines.
- 2 Google PageRank (PR) has been propagated throughout the website, resulting in more than 50 pages with PR 5 and above. This is key to high-rankings in Google.

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

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PAGE 2

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:: OBJECTIVE

4AM Group wanted to:

- Generate sales leads
- Increase return on investment
- Increase qualified and relevant website traffic
- Increase number of unique and repeat visitors
- Increase website revenue
- Increase local, national and international awareness
- Create new market opportunities
- Showcase case study for web design and seo
- Market 24/7 on the internet

:: APPROACH

4AM Group utilized a multi-faceted strategy for the optimization of the corporate website involving three iterations.

Iteration 1

Research & Analysis

- 4AM Group's core services include web design & ecommerce, search engine optimization, email marketing and interactive media. Competitor research in all service areas was conducted over a two-week period.

Keyword List Development

- From the competitor analysis, 4AM Group developed keyword matrices for all four core services. Keyword phrases developed from the keyword matrices were analyzed in search engine results, WordTracker and KEI analysis to produce a final list of keyword phrases.

Tag Optimization

- All tags including title, meta and alt tags were optimized on all website pages. In addition a sitemap page was created to facilitate search engine indexing.

Copy Editing

- All copy on the four core services pages were optimized for the selected keyword phrases. Keyword density and copywriting services were used to fully optimize the copy.

:: 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

[READ MORE about HOW we did it...](#)

:: APPROACH (continued)

Iteration 2

Link Building

- 4AM Group initiated a rigorous link building campaign. An average of 25 relevant backlinks were added per month for a period of 6 months. Long-term cross-linking strategies were also implemented to facilitate a consistent increase in links back to the website.

Website Submission

- 4AM Group submitted the corporate website to the free search engines for a period of 3 months after website launch. These included free search engine directories.

Iteration 3

Monthly Maintenance

- 4AM Group has utilized a monthly maintenance process for the continued success of the search engine campaign. Monthly changes to tags, copy and links have not only maintained rankings, but in most cases, have increased the visibility and rankings for most keyword phrases.

Reports

- Monthly search engine ranking reports are conducted in order to analyze up-to-date rankings in the search engines. This information is processed and utilized for the monthly maintenance search engine campaign.

Website Analytics

- Monthly website analytics reports are conducted in order to analyze the trends in unique visitors, search engines, user navigation, browsers, geographic location etc. This information is processed and utilized for the monthly maintenance search engine campaign.

:: SEARCH ENGINE RANKINGS

results at July 22, 2005

search word *"Vancouver web design"*

GOOGLE	#4 FIRST PAGE
YAHOO	#9 SECOND PAGE
MSN	#8 SECOND PAGE
ASK JEEVES	#3 FIRST PAGE
AOL	#4 FIRST PAGE

search word *"Vancouver ecommerce"*

GOOGLE	#8 FIRST PAGE
MSN	#6 FIRST PAGE
ASK JEEVES	#8 FIRST PAGE

search word *"Vancouver search engine optimization"*

GOOGLE	#7 FIRST PAGE
YAHOO	#6 FIRST PAGE
MSN	#4 SECOND PAGE
ASK JEEVES	#7 FIRST PAGE
AOL	#7 FIRST PAGE

search word *"Vancouver digital marketing"*

GOOGLE	#1 FIRST PAGE
MSN	#3 FIRST PAGE
AOL	#1 FIRST PAGE

READ MORE about RESULTS and details...

:: RESULTS

Results speak for themselves. With over 500 keyword phrases ranked in the top 10 placements across all major search engines, 4AM Group has proven to be the leader in natural search engine optimization strategies. Not only are the rankings outstanding, all keyword phrases are relevant to 4AM Group's core digital marketing services: web design & ecommerce, search engine optimization, email marketing and interactive media.

With such a well optimized site, any changes and re-optimization of the website are indexed almost immediately by all major search engines. Google PR has been propagated throughout the website, resulting in more than 50 pages with PR 5 and above. A long-term link building campaign has resulted in more than 7,000 relevant baclinks to the corporate website.

There has been a steady increase in website traffic directly from search engine click-throughs. Unique visitors have increased dramatically over the past 6 months. The 4AM Group website receives an average of 10 website inquiries daily. Most of these inquiries are relevant leads that result in signed contracts.

:: EFFECT ON BUSINESS

Results based on original objectives:

- Generate sales leads
- Increase return on investment
- Increase qualified and relevant website traffic
- Increase number of unique and repeat visitors
- Increase website revenue
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- Create new market opportunities
- Showcase case study for web design and seo
- Market 24/7 on the internet

:: SEARCH ENGINE RANKINGS

results at July 22, 2005

search word *"Vancouver email marketing"*

GOOGLE	#1 FIRST PAGE
YAHOO	#7 FIRST PAGE
MSN	#3 FIRST PAGE
ASK JEEVES	#2 FIRST PAGE
AOL	#2 FIRST PAGE

search word *"Vancouver interactive media"*

GOOGLE	#1 FIRST PAGE
MSN	#6 FIRST PAGE
AOL	#1 FIRST PAGE

search word *"Vancouver branding"*

GOOGLE	#1 FIRST PAGE
YAHOO	#2 FIRST PAGE
MSN	#4 FIRST PAGE
AOL	#1 FIRST PAGE

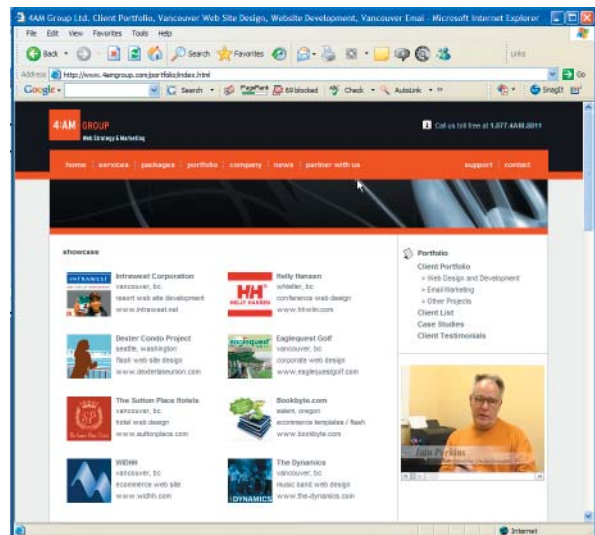
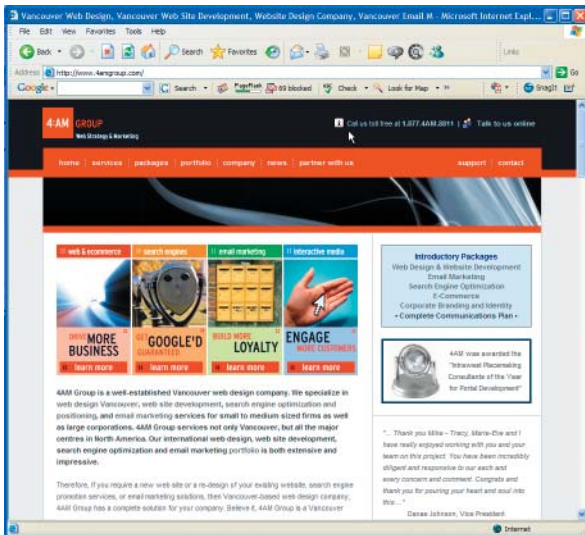
search word *"4AM Group"*

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

READ MORE about how 4AM can get you GOOGLE'D...

SCREENSHOTS

www.4amgroup.com



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



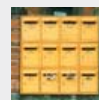
DRIVE MORE BUSINESS

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**