



CASE STUDY: SEARCH ENGINE OPTIMIZATION AND SOCIAL MEDIA OUTREACH

Executive Summary

Academic Network was selected to develop a site optimization strategy and to implement a social media outreach and blogging campaign for a major food industry trade association.

Challenge

As the world's foremost source of authoritative information about a product with many diverse uses and applications, the client wanted to increase traffic to their website, especially for consumers. In addition, the client wanted to find out where online conversations were taking place in regard to dietary concerns and weigh in on these conversations with unbiased nutrition and science-based points of view.

Solution

Academic Network provided the following key deliverables:

Optimization for Client Website

- Web Analytics Audit and Report

Academic Network conducted a comprehensive web analytics audit to get complete insight into page views, visitors, keyword referrals, search engine traffic, third party referral URLs, and path analysis. This audit helped determine which keywords drive the most qualified traffic to the site.

- Keyword Audit and Plan

During the keyword audit, we looked at all related industry keywords for use in the SEO strategy, identifying popular and effective keywords used by the target audience as well as analyzing keywords used by competitors, partners and other industry sites. We provided a Keyword Research Report and Keyword Placement Report with recommendations for URLs, title tags, and meta description tags for the top pages of the site.

- Site Optimization Audit, Plan, and Implementation

Based on an assessment of both the website and CMS tool used for publishing, Academic Network provided a comprehensive report with recommendations and guidelines for all areas of site optimization.

- Web Analytics Reporting

Academic Network provided week-to-week comparison reports for the first four weeks after implementation of SEO recommendations and a month-to-month comparison after the first month to track improvement of site traffic and goal conversion.



Social Media

- Monitoring

Academic Network set up a monitoring system using the Nielsen Online monitoring tool to determine who was talking about health aspects of the product and where these conversations were taking place. We monitored for opportunities to comment on stories as well as to identify key influencers on this topic. We provided an updated report with the results of our monitoring on a weekly basis to the client.

- Key Influencer Identification and Outreach

In addition to our regular monitoring, Academic Network conducted additional research to identify key influencers who have blogged or written in traditional media venues on the selected topic and reached out to each through e-mail messages, referencing the client's web site.

- Blogging Activity

Academic Network engaged an online blogger to reach out to key influencers and write a nutrition and science-based blog during this initial four week campaign. We used a nutritional writer to provide timely commentary on topics uncovered through our monitoring system.

Results

In the three month period following implementation of SEO recommendations, site traffic increased significantly by all standard measures:

- Site visits increased 26%
- Page views increased 27%
- New visits increased 11%
- Search engine traffic increased 19%

In addition, analytics showed key word searches for our recommended targeted key words increasing by as much as 1200%. Of the top 25 non-branded searches, 16 were for keywords we targeted.

Through Academic Network social media monitoring efforts, we identified numerous opportunities to respond to relevant blog posts and stories in traditional media. We posted science-based comments that provided a balanced view on specific health topics related to the client's product. We provided consultation on establishing Twitter and Facebook presence to assure comprehensive integration and amplification of messages in these common social media settings.