

warne's solutions

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Small targeted search engine campaigns yield big results

CLIENT: Virtek Vision International Inc.

PRODUCT/SERVICE: Precision laser marking and engraving systems

SITUATION:

Virtek specialized in creating laser system solutions for industrial clients in the prefabricated construction, transportation, metalworking, glass, tool and die, and mold-making industries.

Virtek purchased FOBA lasers, which added a new line of laser marking and engraving products to the company's existing templating and imaging lines. Virtek's expanded capabilities were posted on their web site to communicate to existing and potential customers.

Virtek's existing search engine ranking campaign had yielded strong results. A small targeted campaign was needed to increase the site rankings for the new FOBA product offerings.

OBJECTIVE:

Increase awareness for the Virtek's new product lines by creating a targeted, search engine optimization campaign.

STRATEGY:

Develop a set of keywords designed to attract new customers and maximize the ranking of these keywords in major search engines.

TACTICS:

Warne developed a small, targeted search engine campaign aimed at gaining ranking in major search engines for laser marking and engraving products. A two-tiered approach was used. First the site was optimized to rank high and then it was submitted to the search engines. Site preparation involved reworking copy to be keyword-rich, adding meta tags and descriptions, creating internal and external links and custom coding the web site. The site was then submitted to search engines and results were monitored on an ongoing basis.

RESULTS:

Monthly web site reports showed solid results. Thirteen keywords **moved from not ranking to the top 10 in less than 8 weeks**. A further ten terms ranked in the top 20 terms.

The search engine campaign increased traffic to the new product areas. In addition, site visitors began using the web site contact form, creating an **average of 10 sales leads for the new product line, per week**.

