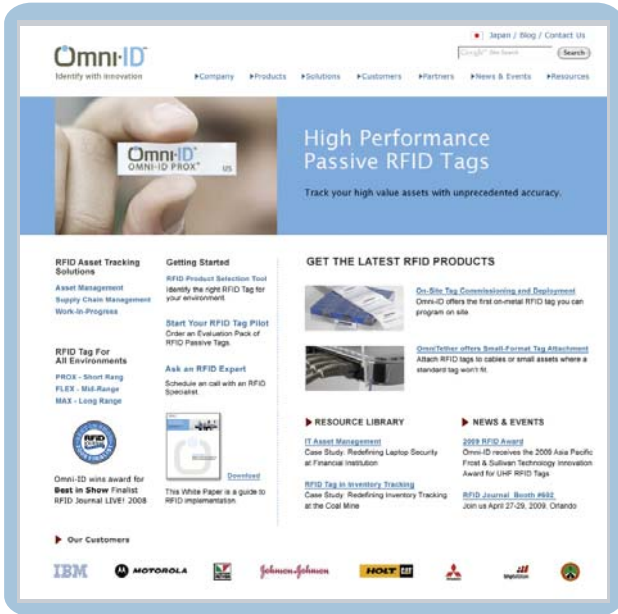


# Case Study Series:

## Search Engine Marketing

www.omni-id.com



## Web Leads Increased by 70% in the First Year

### PROBLEM

Our client had a serious problem with their website. It was invisible to search engines and it was not generating qualified leads.

### SOLUTION

- We were brought in to turn their website into their most valuable lead generating tool.
- When we reviewed their web stats we discovered that visitors to the homepage - the most heavily visited page -- were not taking the actions that would lead them into the sales funnel. We had to solve this critical homepage problem first, before driving more people to the site. The company's site had another problem in that it didn't appear in the top 100 results for a Google search.
- Next, we tackled the important challenge of driving more leads from search engines. We developed a plan to get the site to the first page of Google for important keywords.
- We defined a set of metrics to monitor, and developed a dashboard that was instantly useful in identifying website roadblocks and campaign success.

|| Since hiring ToTheWeb, our web site visits have increase over 80% and our leads have increased over 70%. We are consistently coming up in the top 10 search results for our keywords, and outranking our competitors (by a mile). Not to mention, our web site is much more effective and usable for our customers.

Hiring ToTheWeb is one of the best business decisions I have ever made. Their depth and breadth of understanding of web site usability, search and integration of social media is second to none. ||

**Margie Kriebel**  
V.P., Marketing

### RESULT

As a result of our work, **web leads increased by 70% in the first year** and their site now appears on the first three pages of Google for more than 67 keyword phrases **resulting in a 211% increase in visitors arriving from search engines.**