

Case Study Series:

Search Engine Optimization

www.scalix.com



Search Engine Optimization: It's Not a Choice **Anymore.**

SCALIX

Scalix provides enterprise email and calendaring software.

THE CHALLENGE

- Scalix was not positioned in the top 100 results for their top search phrases.
- Site visitors were not following the main body links from the homepage.

SOLUTIONS

- To gain exposure in the search engines ToTheWeb optimized the content for key search phrases based on extensive research.
- ToTheWeb recommended a homepage redesign integrating the search phrases and including multiple paths to important content.
- Navigation links and messaging that could lead to a sale was positioned more prominently.

MEASURABLE RESULTS

- **71% increase** in page views.
- **51% increase** in unique visitors.
- **98% increase** in search referrals.