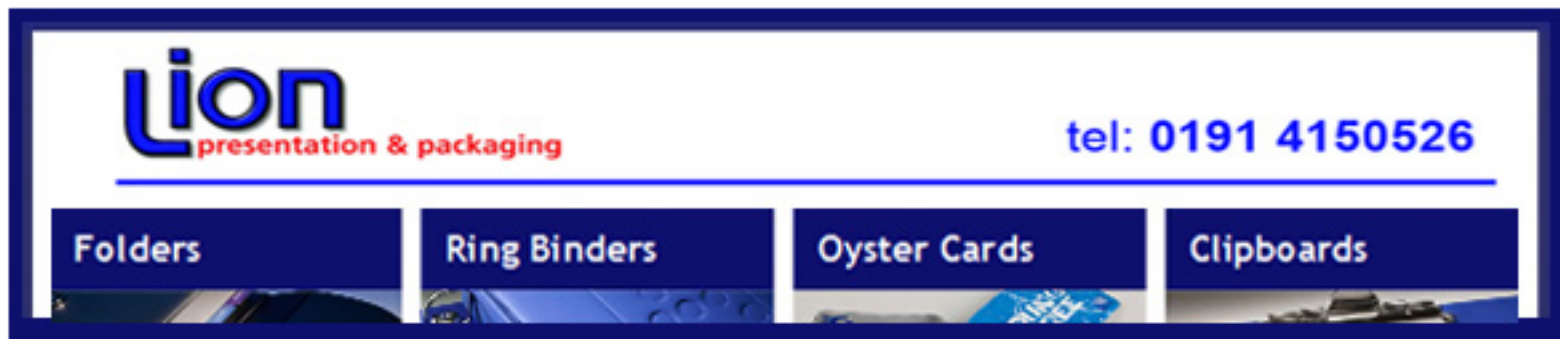


Lion Presentation - SEO Campaign Review



Since its inception in 1989, Lion Presentation Ltd. has been providing a professional, innovative and confidential trade service to Printers and Print Management companies as well as Financial Institutions and Public Sector Organisations. Based in the North East of England with a National Sales Force driven by innovation and creativity, the company have positioned themselves as experts in manufacturing bespoke stationery, packaging and promotional products.

The Situation

Lion Presentations main objective was to develop a strong online presence nationally and promote their brand as a market leader. We developed a targeted online marketing campaign featuring organic SEO to drive traffic to the newly designed site.

The company fully understood the processes and timescales involved with the SEO strategy we had devised, however opted for 10 extremely competitive keywords for maximum impact.

The goal:

- To increase site visitors and attain SEO exposure
- Build brand awareness and generate sales growth
- Deliver more traffic to the site
- Convert clicks into calls
- Rank highly on Google for generic search terms
- Develop a strategic internet marketing campaign

The Strategy

Activities included:

- Carried out extensive competitor analysis and keyword research.
- Presented results to the client for discussion and review before finalising on a specific strategy focussing on key services and target markets.
- Developed an aggressive online marketing strategy to complement the CBX budget, aims and objectives.
- Implemented an SEO campaign focusing on highly competitive local keywords to deliver maximum traffic to the site and high conversion rates.
- Provided ongoing campaign monitoring, refinement and management.



The Results

- Delivered 24,525 visitors to the site to date.
- 84% of all traffic to the site consists of brand new / unique visitors.
- As a direct result of search engine optimisation, there have been over 83k page views on the site.
- Onit achieved page one rankings in Google, Yahoo & Bing for 15 generic & highly competitive keywords.
- The Lion Presentation website receives on average 800 visitors to the site each month.
- The search engine Google delivers 79% of the traffic to the website.
- 24,525 visits came from 113 countries/territories

