



## Credant Technologies

*Building A Pipeline of Sales Opportunities By Driving Quality Traffic*

**Overview.** CREDANT Technologies is a leading provider of Endpoint Data Protection and Management solutions. Chosen in 2007 and 2008 as the fastest growing, privately-held security company in the Inc 500 survey, CREDANT Technologies enables its customers to leverage the business productivity benefits of highly mobile endpoint computing without the risks or operational constraints imposed by other technologies.

Prior to our taking over the online search marketing campaigns, they had attempted to optimize their web site in-house. When that failed to achieve results, they hired another SEO company, but unfortunately they were unable to work within the web sites architecture and results were extremely disappointing. The perception being that they were “in over their heads”, so when we were brought in, the IT department was extremely concerned about our ability to execute our optimization strategy without disrupting any current work on their web site.

**Objectives.** Increase brand visibility within the limitations of the current site design and in the middle of massive changes to the marketing message. Provide a SEM strategy that included national and international organic visibility. Work with team to track performance of organic, pay per click campaign and demand generation marketing initiatives to determine best ROAS. Primarily our focus would be on driving highly qualified traffic to the site and increasing conversions. This meant putting together a strategy that utilized our highly experienced SEM team for dual organic and pay per click campaigns. The pay per click objective would be to immediately begin driving qualified traffic to the site, increase visibility online, then utilizing PPC marketing for strategic timely advertising closely coordinated with the organic campaign. Organic objective was to build a long term sustainable pipeline for sales and increase Credant’s visibility within all major search engines for an unlimited number keyword phrases surrounding all products and services offered.

**Solution.** Top SEO Marketing created a customized SEM solution beginning with the pay per click Google campaign while our technical team performed a full site evaluation for the organic campaign. There were delays in beginning optimization of the web site due to priorities of other previously scheduled projects and our desire to first study of the architecture of the web site and complete backup of all the files and scripts we would have to access in order to ensure no problems with implementation.

Both campaigns were designed to increase visibility on highly competitive keyword phrases against entrenched competition. In order to fully understand and measure the traffic coming to the site, we put our powerful web analytics software on the site. In addition we also established a list of critical keywords that Credant was not currently ranking within the major search engines on and set up reports that would enable us to measure performance and progress against the benchmark keywords. These keywords were determined after extensive keyword research and competitive analysis.

**Results.** Our pay per click strategy provided a significant portion of the sales conversion opportunities and in the first 2 months of this campaign we delivered a:

- Reduction in cost per click of over 69%.
- 220% increase in visibility
- 300% increase in clicks
- 28% increase in CTR (click thru rate)

