



## Aprimo.com Search Marketing Case Study

### Background

Aprimo was seeking out a high quality search marketing vendor to assist them with their search marketing efforts that could guide them with both SEM and SEO efforts domestically in the US and abroad in European markets. The Aprimo.com site had very little initial organic SEO visibility and SEM campaigns needed to be optimized as well.

### What we did

The first steps were part of our holistic GlowRank™ SEM/SEO process.

1. Evaluation of their marketing goals, strengths, weakness
2. In depth analytics review, in particular we study a client's conversion history and how well aligned that is with their past and current goals.
3. Converting keyword analysis and SEO target list creation
4. Baseline analysis of their current
  - a. SEM KPI key performance indicators
  - b. SEO visibility and rankings
  - c. Conversion ranking reports for both SEM and SEO
5. Competitive analysis of SEO/SEM campaigns
6. Conversion of Blog site into more search friendly and usable Blog platform
7. On page SEO site review and adjustment of on page SEO factors
8. Landing page split testing, conversion optimization and usability analysis.
9. Launched US English SEO campaign

### Conclusion

- **435%** increase in overall organic site visibility!
- 60 out of 65 terms in top 10 rankings!
- 30% increase in SEM campaign ROI, spending less to get same number of leads etc

