

EFFECTIVE SEARCH ENGINE OPTIMISATION

Client: Need2Know



Advertising | Partnerships | **Search** | Affiliates | Mobile

BACKGROUND

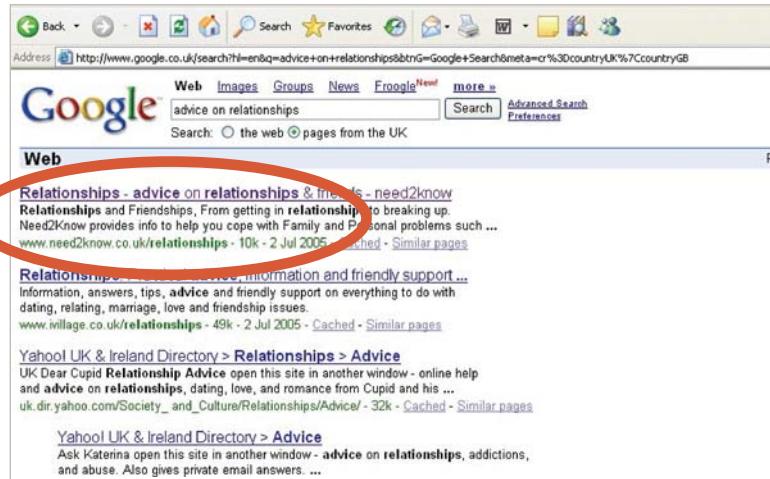
Need2Know (N2K) is a website covering a range of issues from advice on Relationships, Student Life, School Issues, Money Troubles, Travel and Leisure. Search engines are heavily used by their target audience so high visibility is absolutely business critical.

BRIEF

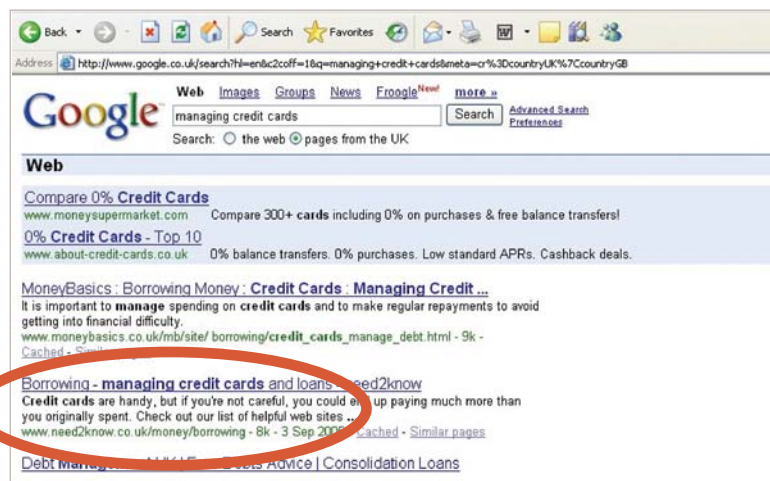
- Improve the ranking in search engines using Search Engine Optimisation (SEO).
- Maintain this ranking on an ongoing basis.
- Where possible, achieve number 1 search engine rankings to raise N2K brand awareness and credibility.
- Increase the volume of new users to the website.

CHALLENGES

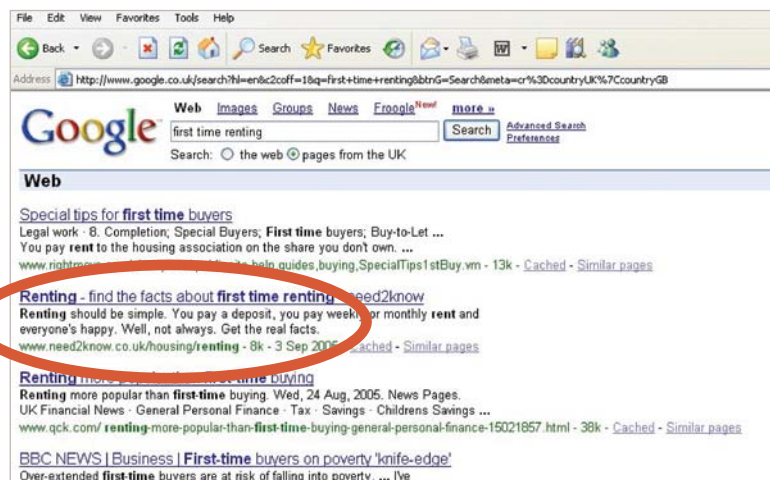
- Increased site's presence on major Search Engines: Google, Yahoo, Ask Jeeves, MSN.
- Link building and directory submissions to lay the foundations for long-term natural visibility and increase the optimisation potential for any new developments in the web site.
- Detailed analysis of reports & optimisation
 - Keywords selected and amended using online research tools such as search term suggestion tools and historical data of search volumes.
 - Ongoing reporting to analyse changes in visibility.
- Optimisation of keywords to not only attract current users, but also to encourage new users of the site who would have otherwise not encountered it.
- Relevant search sector fully investigated and findings integrated into the campaign
 - Keyword visibility aligned to support off-line government marketing campaigns for Healthy eating, bullying wristbands etc.



Example 1: Google UK No.1 position for "advice on relationships"



Example 2: Google UK No.2 position for "managing credit cards"



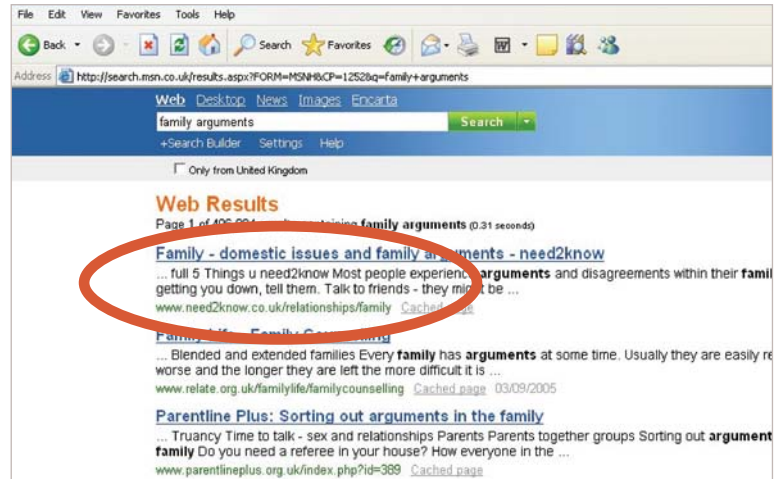
Example 3: Google UK No.2 position for "first time renting"

RESULTS

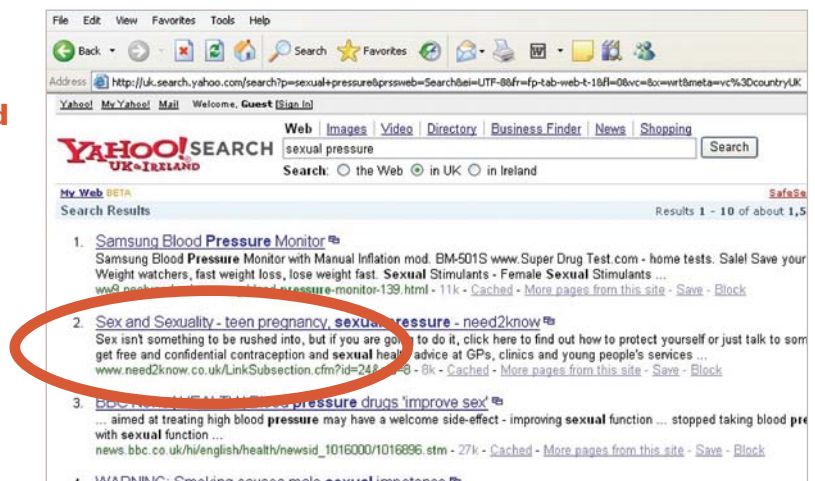
- Increased visibility across all major search engines for targeted keywords.
- Number 1 position obtained for competitive keywords such as “advice on relationships” (See right) and “travel abroad”.
- Traffic volumes and rankings have significantly increased since optimisation.
- Careful keyword selection ensured relevant traffic was delivered to the N2K website.

SUMMARY

- **SEO produced a 109% increase in traffic in just 7 weeks of the campaign start date**
- **Heightened visibility in natural listings has increased brand awareness and profile of Need2Know**
- **Strategic keyword terms have generated new interest in the Need2Know website and its services**



Example 4: MSN No.1 position for “family arguments”



Example 5: Yahoo UK No.2 position for “sexual pressure”

(Rankings correct as of 5th September 2005)