

<Search Engine Marketing>

Managers Investment Group, a leading investment advisory firm, needed a cost efficient, effective way to enhance their brand online. Meteorsite worked with Managersinvest.com to develop a focused search engine marketing campaign that guaranteed high level results.

Successful identification and targeting of niche markets increased Managers Investment Group's online presence and revenue to the point where ROI exceeded initial investment and future SEM budgets could be increased based on profits.



Results:

- After a successful SEM launch on two major search engines the campaign was quickly and easily expanded to four.

<Search Engine Optimization>

Live Office, the leader in teleconferencing services sought to promote its new service of "Toll-free Teleconferencing" and contacted Meteorsite to help them take advantage of the organic listings to drive traffic to their new service. Meteorsite created a specialized campaign to take advantage of both existing content and the development of new targeted content.

Meteorsite developed and optimized two sub-domain websites, teleconference.liveoffice.com and webconference.liveoffice.com, as well as provided SEO recommendations for their existing website, IMConferencing.com. We created targeted optimized content for each keyword set on each domain and backed it up with a targeted backlink campaign.



Key Statistics:

- Live Office appears on the 1st page in Google for the keyword "toll-free teleconferencing", "toll free teleconference" and "Toll free conferencing."
- Because Meteorsite successfully optimized multiple domains/sub-domains the client has the top two rankings under one sub-domain, the number three ranking under another sub-domain and the number six ranking under their main domain, thus providing them with four out of the top ten rankings for their target keyterms.

<Website Development>

FPC National, a Fortune 500 technical recruiting firm with over 70 national franchise offices, required a website that would:

- Attract, impress and maintain visitors.
- Allow visitors to easily search and apply for jobs.
- Interact with their internal PostGRE database for job listings and other data.
- Allow FPC to easily add, edit and delete any page on the website.
- Allow FPC to easily create on-the-fly and manage "Sub-sites" (which are basically entire websites) for each of their franchise locations.
- Allow franchise locations to edit their own website content and then submit to FPC Admin for approval and/or changes.
- Allow FPC to easily change SEO related elements on any page of the website, including META title, tags, H1, without knowing any programming.
- Permissions based logins allow admin to limit access to admin users based on their area of expertise. For example, they can limit marketers' access to SEO / marketing related editing.



Results:

- www.fpcnational.com is a premier website in the recruiting sector. A quality example of how a website can serve as a meeting point between corporate entities, franchise owners and clients.
- Built-in scalability and user friendly updating allows FPC to keep the website relevant in their fast paced business environment at all times.
- The site was built with SEO integrated into the fundamental elements of the website so it was, and remains, fully optimized for search engines.

<Additional Services>

In addition to the services mentioned above, Meteorsite is well versed in a variety of other internet marketing strategies that can take your business to the next level. Link Popularity or "Backlinking" is at the core of SEO campaigns because backlinks raise your search engine rankings and Google PageRank. We have executed several, highly successful backlinking campaigns for companies such as OVERSEE.NET, SEIKO-USA and COURVOISIER. Counter Defamation is another area of expertise for Meteorsite. Managing public perception through a well designed and implemented search marketing campaign can curtail negative opinions at an early stage before they affect your bottom line figures. If you're concerned about how your company is being perceived online let Meteorsite show you how we can dramatically decrease the visibility, and potency of these claims.