



Case Study API

Mine Digital launch search engine optimisation programme for API

The Client

API is a software and business solutions company based in Glasgow. The company provide solutions that assist their clients to grow their business in a range of areas.

The Challenge

API, has been suffering from both low levels of site traffic and conversion rates for those who were entering the site. As a result of this, API key products were not delivering the high sales return on investment, which had been forecast for a number of their financial software products.

Mine Digital has been asked to undertake object driven search engine consultancy on the site and provide a number of recommendations/solutions to improve site traffic and conversion rates. Key objectives of the project are as follows:

- ▶ To increase site traffic to the site by 30%
- ▶ To increase product sales leads by 40%

The Solution

Search Engine Optimisation Consultancy

Mine Digital undertook a consultancy project for the site and reviewed a number of areas both on and off the site. This included current keyword analysis, compatibility analysis of site layout for search engine purposes and a study of how search engine viewers will 'view' the site. This study required both a combination of search engine technical excellence and online marketing expertise.

Competitor Analysis

Mine Digital carried out an in-depth analysis of API's competitor sites. This analysis includes an estimate of daily visits, client content, technology profile, keyword analysis and link strategy.

Keyword Analysis

It was clear from the competitor analysis that API was not punching above their weight. A new revitalised and targeted keyword /phrase strategy was undertaken to shape the new search marketing strategy that would be delivered. Mine Digital's team determined the industry keyword popularity and recommended target keywords as well as ideal content, copy and linking opportunities.

Site Optimisation

Onsite optimisation, making the website relevant to search engines, completed the first stage of the search marketing strategy. Mine Digital optimised the site for keywords throughout hidden areas of the site including page titles, Meta tags and alt tags to ensure effective optimisation. Relevance and balance of keywords was also optimised thoroughly across the site.

The Results

Although early in the optimisation process, the first three months saw a 22% increase in site traffic and a rise of 36% in sales leads generated from the website. Mine Digital is confident that current targets will be met within the six-month target period.

