

SEM Case Study:

Charitable Organization : Online guide to charities and giving

Summary

SpiderSplat Consulting donates SEO Consulting & Advice to one of the worlds leading online charity watchdog groups. Since the relationship commenced, their search engine referrals for specific foundation names has increased by over 25%.

Project Outline

The client began its relationship with SpiderSplat in an attempt to gain visibility in the major search engines such as Yahoo & Google. While the website previously did very well for iterations like "charity information", they were lacking for state and program specific algorithmic traffic. Through a link development and press release effort, SpiderSplat was able to boost traffic in these areas significantly.

Results

The Client has gained a noticeable increase in website traffic in the first few months of the engagement. SpiderSplat also provides progress-measuring reporting which allows gains to be recognized, and needs to be focused upon.

- Client maintains Top Placement in Google/Yahoo and other Search Engines
- 20% increase in organic traffic
- 40% increase in indexed backlinks across Google, MSN and Yahoo
- Client receives monthly customized reports and status updates