

SEM Case Study:

Leading Online Ticket Broker

Summary

SpiderSplat Consulting has been the Search Engine Marketing Partner of a leading online ticket broker since May 2005. In that time, all of their highly-competitive major defined keywords, for sports team and concert-specific organic traffic, has made it into the top twenty or better.

Project Outline

After spending a small fortune on PPC for a number of years, this ticket Brokerage decided it was time to put some effort towards improving their practically non-existent visibility for their top keywords. SpiderSplat focused on over twenty critical keywords, as opposed to an overall site optimization, to increase the speed of very specific gains.

Results

Targeted, relevant search engine referrals and organic traffic increased 30% in a four month period. Ticket sales increased exponentially, increasing fourth quarter revenue and leading to an expanded contract in 2006.

- Targeted team, artist and venue specific keyword visibility gains
- Content rich pages drove traffic to many smaller, local events
- Wide breadth of subject matter eclipsed many lazy competitors