

Custom Recommendations Help Drive Awareness for Global Software Provider/IBM Business Partner, CINCOM

CASE STUDY: IBM PARTNER WORLD

Cincom is a Cincinnati-based global deliverer of software services with 1000 employees, more than \$100m in revenue, and with offices in 18 countries. Cincom is also an IBM Premiere Business Partner and recently implemented a Search Marketing project with IMPAQT as part of its benefit through IBM's PartnerWorld.

The Assignment:

Conduct an analysis of Cincom's Search Engine Optimization and Paid Placement Search campaigns and provide Cincom with written recommendations which can help them achieve better lead generation success using Search. Cincom also wanted to drive traffic to a particular product.

Where We Found Insights:

IMPAQT ran its proprietary IMPAQT-IQ assessment, which gives us the opportunity to check online visibility of Cincom's site for a set of keywords across a number of search engines. It also gave us a look at how Cincom fared among its competitors. With this data, plus reach and impression stats, we were able to get enough information to help us prepare a comprehensive Search Assessment and Recommendation deliverable. The 15 page deliverable included a number of key strategies that Cincom could employ immediately that would help them increase their Search visibility. The deliverable was reviewed over the phone, where we could offer even more counsel, responding directly to Cincom's specific questions.

Examples of Some Problem-Solving Strategies:

- **Naming conventions.** Do you buy keywords and run ad copy on the name of the service that analysts, consultants and other experts use, or as your potential clients think of it? This was part of the discussion we had with Cincom. We advised this client to do both. Call it one thing in Search ad copy (since that's how it's searched and commonly referred to), and keep the optimal (visionary) naming convention on the company Web site.
- **British vs. English spellings.** We discussed what one can do behind the scenes that would help engines understand that the British spelling is equivalent to the English spelling. This helps solve for searching issues on popular keywords for this client.
- **Header and Description tags.** We gave Cincom recommendations for both of these high-priority items and discussed ways to achieve optimal spiderability throughout their site. One suggestion was an extremely easy fix.

The Result:

Since we just recently completed our recommendations with Cincom, not enough time has passed to give us insight into whether our recommendations have helped move the needle for them. Cincom agreed to update us throughout the year on progress and Search success. Also, we plan to update this case study with success metrics.

What the Client Said:

"The process was easy on us. We didn't need to invest much time or provide a lot of information in order to have [IMPAQT] provide a detailed analysis"

"The IMPAQT-IQ provided good reports that were quick to read and simple to follow."

"[IMPAQT's] assessment deliverable outlined items that we had not uncovered before with other Search vendors. [IMPAQT's] expertise really showed through!"

"If you believe SEO is a journey, then you gave us the map for the first step in the journey. I don't want today to be the last time we talk to [IMPAQT]!"