

# Increasing Organic Visibility for a New Product in a Competitive Space

## CASE STUDY: B2B

A leading manufacturer of memory storage and mobility tracking solutions approached IMPAQT to work with their Web team to increase overall search visibility, brand awareness, site traffic, and lead generation for their RFID system.

### QUESTION:

What strategies would IMPAQT use to help the client market a new product in an aggressively competitive space, starting from the ground up?

### REVELATION:

Upon assessing the Web site, IMPAQT found that the key to effective SEO would be in content development as they were lacking a significant portion of text. IMPAQT worked diligently to create new keyword-rich content for the RFID system, keyword-rich Meta tags, and page/directory/image names.

### The IMPAQT:

Because of the changes implemented from IMPAQT's recommendations, the client:

- Saw a 243.20% increase in site visibility in one month
- Reached position two (2) within their competitive set
- Experienced a 16.37 point increase in organic visibility for targeted keywords