

Optimizing in a Competitive Industry to Increase Visibility

CASE STUDY: PHARMACEUTICAL

One of Canada's largest online pharmacies enlisted IMPAQT to increase their natural visibility for general terms relevant to their line of business. This was not an easy task, as keywords relevant to the online pharmaceutical industry have extremely high Search counts and are highly competitive.

QUESTION:

What could IMPAQT do to ensure that the client's site beat out the competition and ranked high in the results for targeted terms?

REVELATION:

IMPAQT recommended the creation of new pages to the site where additional keyword-rich content would provide optimal results. We also advised our client to incorporate keyword-rich meta and content. In addition, the online pharmacy created new pages of content, incorporating a targeted keyword per page.

The IMPAQT:

As a result of implementing IMPAQT's recommendations, the company:

- Saw a 10% increase in new order download forms
- Experienced a 23% increase in thank you page views
- Experienced immediate increases in visibility