

# Quickly Reacting to Changes in Site Visibility

## CASE STUDY: RETAIL

One of the world's leading providers of discounted designer skin care, cosmetics, and fragrances companies came to IMPAQT with the overarching project goal of increasing site visibility. The existing site was structured in frames, with dynamic content, and therefore had very little visibility. In addition, each branded page had limited content.

### QUESTION:

How could IMPAQT help the client optimize their Web site for better visibility and higher organic search listings despite current SEO setbacks?

### REVELATION:

One of the major recommendations was to have a list of all brands on each product area landing page, where the brands would be internal links to their respective page. The client was hesitant to remove their alphabetized scrolling index feature, which provided little SEO value. Eventually convinced that this would help their visibility, they agreed to make the change and the results were positive. Upon implementation of our recommendations, the client's visibility increased for each of their four product areas.

After a few months, our client informed us they wanted to get back some of the "old feel" of the site, so as a test they reinstated the scrolling index. Unfortunately, instead of incorporating it back onto the site, they replaced all of the newly added brand links and ONLY included the index. As a result, their online visibility decreased drastically when the change occurred.

Through our reporting tool, IMPAQT immediately noticed the change in visibility. The simple solution was to maintain the scrolling index, preferred by existing customers, but also to re-implement the brand links.

### The IMPAQT:

Because IMPAQT closely monitored the changes on the client's site, we were able to quickly identify the drop in visibility and implement changes to help the company regain their placement in the search engine results.