

# When Consumer Spending Decreases, Content Is King.

## CASE STUDY: FINANCIAL

We hear a lot these days about the decline of consumer spending, but what about consumer shopping? Shopping takes time, not dollars. It's where the consumer does his/her research. It's a time of discovery and education. It may be a long process. But it is an opportunity to influence with the use of Search Marketing.

When consumers are shopping, it's important that companies are developing content-rich Web sites and changing them on a regular basis. And, of course, visibility in rankings is vital.

Facing a recession and, so keeping tight reins on PPC spending, an IMPAQT financial services client needed a more appropriate solution to its Search program. It needed a solution that seized this time when consumers were shopping, not spending. But it couldn't bear the budget of what was necessary in PPC.

## QUESTION

How can IMPAQT attract new consumers and better visibility - so that our client could emerge from the recession with greater market share - without increasing immediate spending on PPC?

## REVELATION

After a thorough Web site analysis, IMPAQT generated an SEO recommendation to develop content and meta data for select page of our client's Web site.

Our content development specialists began working in tandem with our client's teams to create articles for the Web site that were topical and interesting to readers.

Within a couple months, IMPAQT created more than 50 keyword-rich articles and offered recommendations on pre-existing copy. This optimized content provided the client with a boost in organic rankings for select keyword searches.

## THE IMPAQT:

IMPAQT helped generate the following results:



- Nearly 3000% increase in visits to the targeted area of financial client's Web site.
- A visit where the targeted page of our client's Web site is the entry page now makes up 10% of the overall visits to their Web site.

- The average number of organic listings for targeted keyword phrases within the first three Search Engine Results Pages (SERP's) doubled.

