

Web Site Design & Conversion

Gold Medal Products Co.

The world's leading source of "fun food" equipment and supplies, including machines that make popcorn, cotton candy and shaved ice.

Challenge

Gold Medal Products wished to significantly increase the number of visitors to its web site with the ultimate goal of receiving more contacts from these visitors.

Solution

When Upright first met with Gold Medal Products, they were skeptical about the potential of search marketing for helping their business. The company had previously worked with four other firms to increase their search engine visibility, without results. They were virtually invisible in the search engines and received little traffic from them. Upright implemented an extremely successful search marketing program that included the following tactics:

- Extensive keyword research, which determined the most relevant terms for Gold Medal. This helped to drive targeted traffic that was more likely to have a need for the company's products and be ready to make contact with the company.
- Optimization of the web site. This included a) removing structural barriers that kept the top search engines from indexing the site, and b) altering the site's architecture, code and content to include all elements necessary to convince the search engines that the site was worthy of high rankings.
- Tracking of program results using Upright's proprietary Insite Metrics program. Using data gathered through Insite Metrics, both companies have been able to evaluate the success of the program, as well as easily identify adjustments that may be warranted in the future.

Results

Since its search marketing program began, Gold Medal Products has experienced:

- An almost 500% increase in the number of prospects typing in its 10 target keyword phrases and then linking to its web site. This translates into almost 1,400 more visitors each month to the Gold Medal web site from these target terms, or about 17,000 more visitors per year.
- A 370% increase in the overall number of visitors coming from the search engines. The site's new "search engine friendliness" helped boost traffic across the board in addition to just their target keyword phrases. That's almost 80,000 more search visitors annually than they had before beginning Upright's program.
- A significant jump in contacts from the site made by those who got there from a search engine. In just nine months, there was an 800% increase in these contacts. That's over 1,000 more contacts per year.

