

The challenges of the introduction industry

You might have an embarrassed smile when thinking about the introduction industry, but to Louanne Ward it is a serious business; one that she has invested a lot of time and personal energy to understand and provide quality services through her business Peoples Introduction Agency.

Matching couples is challenged even further when you understand that there are three single men for every single woman in Perth.

The business can only begin to do its work by first finding eligible men and women.

Louanne recognised the value of internet leads to her business, and so had been investing heavily in AdWords pay per click.

Despite dramatic increases in her online marketing budget there had been a disappointingly poor response in sales leads.

Louanne felt there had to be other options and engaged Succinct Ideas after deciding that she needed an independent expert to help rationalise her online marketing strategy.

Analysis

Peter determined that the website was under-performing for non-paid, or organic searches in the major Australian search engines.

Initially there were barely any organic visitors at all, and those who did arrive were searching for the business name, showing they already knew or had heard about Peoples Introduction Bureau.

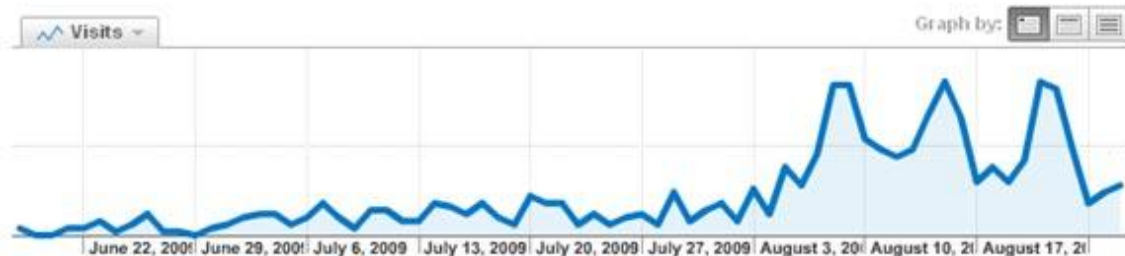
While that is OK, the website was missing out on attracting the huge number of visitors research showed would potentially be interested in PIB's **services**.

Peter collaborated with Louanne's web developer and paid search provider to implement a series of changes that dramatically improved the PIB's website online exposure.

500% increase in 4 weeks

Keywords

Jun 18, 2009 - Aug 26, 2009



Search sent 800 non-paid visits via 327 keywords

Show: total | paid | **non-paid**

This chart: Visitors to your site from non-paid searches

Visitors from non-paid or organic searches coming into Louanne's website.

Within 4 weeks, weekend organic traffic exploded to over 500% the previous best results.

Value

What was even more valuable for Louanne's business is that most visitors are high value sales leads because they were searching for the **services** PIB offered, not just the business name.

Louanne's investment in Succinct Ideas was recouped in **two months**. Now that's an investment!

Testimonial

Here's what Louanne has to say about this project:

From: Louanne Ward
Sent: Wednesday, 9 September 2009 1:38 PM
To: peter.cornish@succinctideas.com.au
Subject: testimonial

Hi Peter

I just wanted to keep you up to date with what has been happening with business since using Succinct Ideas.

Having been in business for 16 years it is hard sometimes to see the forest through the trees. Advertising which worked in the past now gets us very little results. I was so frustrated trying to fumble my way around search engines and wondered why all my competitors had wonderful organic listing results whilst my business wouldn't even be on the top 100 pages.

I am happy to say that our organic listings for last month have increased by 500% which I'm sure you'd agree is a fantastic result. I know we still have a long way to go to reach all of the goals we set out to achieve but I just wanted to thank-you for always having the time to speak with me and to show a genuine interest in my business.

You have certainly inspired me to think outside the box and through our many conversations I have learned a great deal about the important of SEO. You really do have a lot of knowledge and effective ideas which I have found valuable. You should be commended for the way you have worked with our web developer and adword campaign manager as many of these changes could have been difficult to achieve without your clear instruction and thoughtful communication.

Again many thanks for your assistance so far and I look forward to furthering our association

Warm regards

Louanne Ward
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