



Company: 270net Technologies

Industry: Information technology services firm located in Frederick County Maryland.

Background: As part of a broader business/marketing initiative, 270net sought to capture a greater share of regional business. To this end, 270net began to track the origins of its new business. Conclusion: There was only a negligible correlation between the company's new business and inbound business inquiries from its web presence. 270net marketers also learned:

According to *Direct Magazine* (5/15/04),

- ✓ 70% of Web traffic comes directly from search engines
- ✓ 90% of search engine traffic comes from the top 10 search engines
- ✓ 80% of search-site visitors will not click past the first page of results
- ✓ 50% of search-site visitors will click on the top 10 sites vs. scrolling further down the listing page

Objective: Drive targeted prospective clients to 270net's website and then to their phones. Minimize inquiries from geographically dispersed businesses that would not be interested in receiving technology services from a provider located outside of their region.

Solution: 270net consultants performed a search engine optimization on their own site to deliver the desired results. 270net used its proven methodology:

1. Keyword analysis and selection: Determine the keyword phrases visitors use to find a business in their industry.
2. Baseline Keyword Popularity Tests: Using custom-built software, create a baseline ranking of the selected keywords.
3. Optimization Process: Modify the website based on 270net's knowledge of how search engines rank websites.
4. Web site registration with search engines: Register the web site with the major search engines and important industry-specific directories across the Internet.
5. Monitoring / Reporting: Regularly test the popularity of selected keywords and make adjustments to further improve search engine rankings.

Results: In less than 60 days, 270net achieved the following results:

1. TOP TEN ranking positions:
 - ✓ BEFORE: 20 TOP TEN ranking positions
 - ✓ AFTER: 91 TOP TEN ranking positions
2. # 1 positions:
 - ✓ BEFORE: 15 #1 positions
 - ✓ AFTER: 31 #1 positions

As a direct result of 270net's SEO efforts, the company has **increased its inbound customer calls by more than 100%** and **secured thousands of dollars in additional revenue within the past 30 days!**

For more information, visit http://www.270net.com/Search_Engine.asp, email info@270net.com, or call 1-866-4-270net,