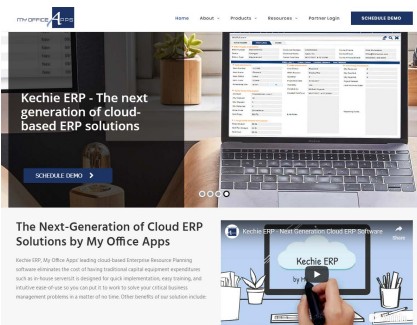


My Office Apps Achieves an 846% Increase in Organic Traffic

Something About
Marketing

MY OFFICE APPS

With Something About Marketing's SEO Strategies, My Office Apps grew its organic traffic and drove 4.5X more results than with paid campaigns.



Executive Summary

My Office Apps (MOA) is a SaaS (software) company that sells an ERP & inventory management software called, Kechie. With over 30 years of experience in the industry, they created their own software to compete with the SAP and Oracle software.

The Challenge

My Office Apps started up their website and didn't receive any traffic. When going onto Google, their site didn't show up for anything. Ads cost them over \$200/lead at one points.

They hired out Something About Marketing (SAM) to create a new site, and make it rank in Google. They wanted to lower spend on PPC ads and increase organic website traffic.

"Something About Marketing helped us gain leads organically through Google! We now get free leads, when we used to pay over \$150 for each one. They keep coming!"

How Product Helped

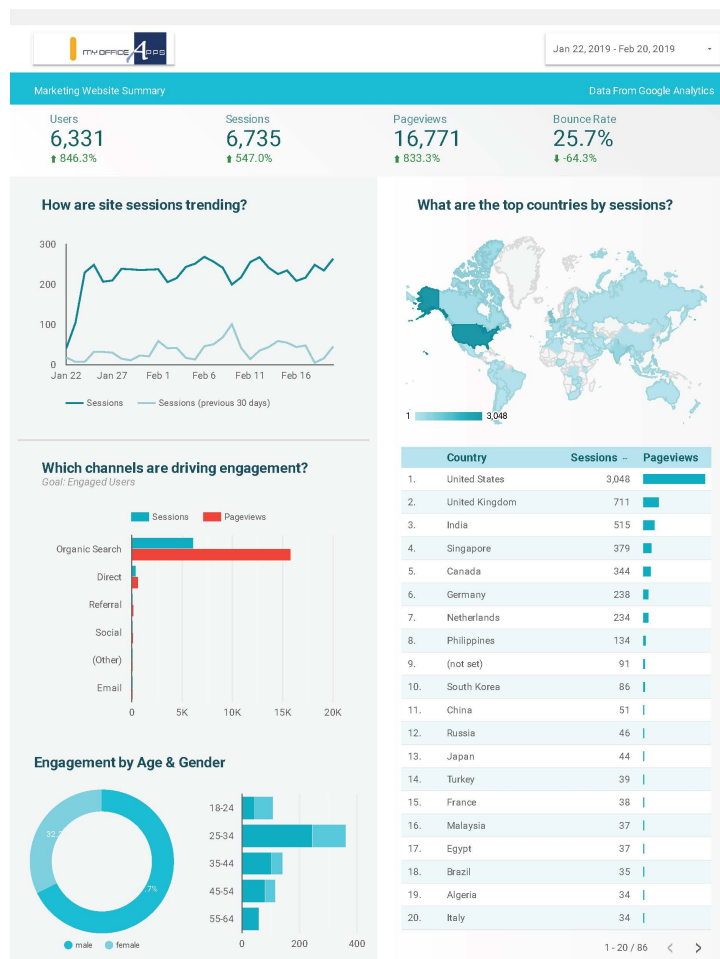
After implementing the best SEO strategies, Something About Marketing used analytical data to find the proper keywords and create an "SEO Optimized," as well as, a high-converting, informative site. Almost immediately, MOA had a rise in traffic visitors to their site. SAM created lots of high quality, targeted content using keyword research, copy, blog content, white papers, and more.

Results, Return on Investment and Future Plans

After some time being picked up and indexed by Google, the site had a sudden spike in traffic that increased **the amount of users by over 840%**! They went from having 612 users/ month, to 6,331/ month in a single day. That's an 833% increase in page views, while the **bounce rate** (people exiting the site early) went down with this new increase in Targeted traffic by 64%!

The amazing thing was, it didn't go away. Traffic stayed consistently high at the new rate.

While spending over \$150 on average, per lead, MOA now has leads coming directly to their site for free! They now put the saved money on other marketing efforts that they were holding back on because of the lack of return they used to receive.



**Actual Analytics from Google Analytics for My Office Apps.*

Google Organic Traffic Results:

- Visits increased by: 846%
- Free Leads increased by: 39%
- Revenue increased by: 16%
- Web Clicks now at 271/ month

Keyword Ranking on Google:

- White Papers: show up 1st
- Blogs: show up on 1st page
- Increased ranking on highly competitive keywords