

Results

By Drew Dorgan

Results are what it is all about. There are many people who can build a beautiful website (and we are proud to have some of the best of those people on our team). However, at the end of the day, what does your website do for you? Your answer should be that it generates solid, qualified lead traffic or builds your community.

Below are a few examples of sites that we built for our clients. With their blessing, we are giving you a snapshot of their results.

On building local traffic: www.qbradiology.com

We created the Quakerbridge Radiology site three years ago with the idea of “refreshing” their content. The beauty of this site and our foresight in site architecture is that their gifted marketing manager updates the content regularly from an administrative site with simple interfaces. This keeps the content up-to-date and gives the “bots” that crawl the web a reason for re-indexing the site. Changing content like that of a blog or news pages will make this happen automatically. We are also able now to give the bots a code that can interface with their indexing frequency settings. While changing content was not a required factor for search engine algorithms when we built this site, today it is crucial.

The Results:

While we are planning a complete overhaul of the SEO on this site, for now, it still yields highly targeted traffic, unique visitors and a low bounce rate of 31%. Industry standards consider a good bounce rate to be 50% or lower. This is the rate that people “bounce” out of your site (most likely because they didn’t find what they wanted right away). Weekly stats include a new visitor rate of approximately 75%. This is an important trend and takes a good application like Google Analytics to track accurately. For a medical practice, you hope that most of the people coming to the site are new visitors (which hopefully translates to new patients).

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On the importance of organic versus paid search: www.trentheat.com

The Trent site is another one of our core client family sites. It is critically important that we maintain good traffic on this site because Trent, an industrial heating equipment manufacturer, relies on us solely to generate qualified leads for them. Having created and hosted this site for the past 14 years, it is one we take delight in showcasing. We started an AdWords campaign for this site over 10 years ago when Google AdWords was in its infancy. At that time, pay-per-click was an inexact science. Today, we are able to actually adjust the volume of leads for a certain product line based on the plant's capabilities. With a modest budget and dedicated monthly reviews, our Google AdWords campaign continues to outpace the Yellow Book manufacturing equivalent, Thomas Register, and relatively new web powerhouse manufacturing directory, GlobalSpec. While we would not recommend giving up these valuable directories as link building is becoming more and more critical in getting the search engines to properly index products and services, we caution our clients to pay attention to good SEO as organic search still is the lead generation king. Remember people click in organic search results versus paid search 98% of the time, but paid search helps rankings in organic search (a very intertwined relationship).

The Results:

Trent maintains a bounce rate of less than 50%, scores approximately 80% new visits each month, and brings in approximately 700 unique visitors each month. The important results are seen in our harvest of leads. The relevance of qualified leads is as important to us as the traffic. Because we manage the leads from the site, we are able to understand the relationship between how many leads enter the lead funnel, how many result in requests for estimates and how many are qualified from those that request estimates.

On building the local community: www.asertinfo.com

Philhaven's Center for Autism and Development Disabilities, in combination with Penn State Hershey Medical Center and The Vista Foundation, needed a platform to launch a new service for caregivers and people affected by autism. Through a low-cost blog and social media presence developed with solid keyword technology, we were able to build a community that is able to share ideas and expertise.

The Results:

In less than 3 months, using solid keywords and careful SEO, the group's Facebook community grew to over 300 fans. The blog has over 80 unique visitors in a month, most of whom stay on the site for an average of over two minutes, and their articles are forwarded, emailed, retweeted or posted regularly. In the end, their resources are used extensively, have a broader reach, and are helping more people.

If your website is not generating the kind of leads or building a community that your business or organization needs, call us. We are happy to help you generate a positive return.