



E-Commerce & Conversion Marketing Experts

RELEVANT

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CASE STUDY

“SEO Traffic & Conversions Hit All Time High”

Overview

SEO AND CONVERSIONS

Bizilla.com, an online marketplace for buying and selling small businesses, hired Highly Relevant to increase organic traffic and conversions to its site. With this campaign, the end goal was specifically to increase the number of people who listed their businesses on Bizilla.com, contacted sellers, and signed up for automated notifications about industries or regions that they were interested in.

Objective

PROJECT GOALS

End goal: Increase the amount of organic web traffic to Bizilla.com; increase the number of conversions – in this case, the number of entrepreneurs interacting on the site as well as buying and selling their

- Increase SEO rankings for targeted keywords
- Increase organic traffic to the site
- Convert web traffic into customers
- Develop long-term traffic strategy

Solution

CONVERSIONS & TRAFFIC

Highly Relevant built up Bizilla.com’s search engine optimization foundation in order to increase its rankings in the search engines for highly-targeted, high-converting keywords. We also executed conversion rate optimization tactics in order to increase the conversion rate percentage on the site.



HR RESULTS

BIZILLA SEES A 338% INCREASE IN NON-PAID SEO TRAFFIC

From July to September 2010, Bizilla.com was averaging 281 hits per week from search engines. After Bizilla retained Highly Relevant in October 2010, we executed an SEO and CRO strategy for their site – and in the month of April 2011, Bizilla.com averaged 1,317 Non-Paid SEO hits per week... which is an increase of 338%!

Bizilla Benefits:

- SEO-referring traffic visitors is up over 338%
- Conversions are up significantly
- Pageviews and time on site are way up
- SEO-referring traffic is continuing to increase

“Our SEO results speak for themselves. Traffic and conversions are up dramatically.”

- Hector Vasquez, Bizilla



Call Today to Achieve More Sales and Better Leads!

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