



## Search Engine Marketing

### ■ 2007 Case Study

**SkiMarket.com**



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## Problem... Solution

Ski Market was looking for solutions, without paying Madison Avenue retainer fees or paying Google for exorbitant Pay Per Click (PPC) campaigns.

We commenced handling the account in September, 2006. At this point, only flyers and advertising special graphics were placed on the site by their in-house staff. Their budget called for only 7 hours per month for us as technical support. We were able to accomplish by using our Project Management software and over 10 years' experience. We targeted the barest minimum baseline maintenance and search engine optimization on logic-based key phrases, which started the beginnings of search robot crawling, while also allowing a "savings account" to be established of unspent hours.



The winter of 2007 was one of the worst in history, as limited snow fell and some days in January 2007 were as warm as 70 degrees. The financial impact of the lessened revenue stream resulted in reducing our budget to 5 hours per month beginning in February. However, by this point we had accumulated a little breathing room in the savings account.

In January, we shifted to a more normal engagement, as over 30 hours were now available. True key phrase traffic research was completed on their associated markets. In April, all nationally relevant bike key phrases were embedded in their first-ever product area of "Bikes". Extensive internal cross-links were established from the new window bike pages pointing back to the parent bike category pages, which in turn pointed to the root bike product page. These changes were posted on Memorial Day, 2007.

Based on the sites statistical success, the budgets have been expanded dramatically for the remainder of 2007 in order to build the Ski and Snowboard sections of the website.

## Key Statistics



### Traffic

Views:	Sep-06	Sep-07
Total Page Views	33,216	79,532
Links from Engines (Visible Pages)	4,427	10,675
Pages Entered by Users	55	211
Entry Pages, Page Views: Bikes**	1,731	15,987
* Source: Server Statistics- AwStats		
** Bike section of site added 6/1/07		



### Organic Performance

Traffic Source:	Aug-07	Sep-07
Direct Traffic; Ads, Bookmarks. No PPC	5,577	5,320
Referring Sites	2,164	2,670
Organic Search Engines	7,672	8,497
<b>Total:</b>	<b>15,413</b>	<b>16,487</b>
* Source: Google Analytics, Implemented 07/28/07		



***In September, both Bike sales and foot traffic to the brick-and-mortar stores grew at the same pace as Search Engine growth on a year-to-year comparative basis.***



~ M. McDermott, Operations

## Overall Traffic:

### September, 2006

#### Summary

**Reported period** Month Sep 2006

**First visit** 01 Sep 2006 - 00:05

**Last visit** 30 Sep 2006 - 23:47

	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Traffic viewed *	<b>8586</b>	<b>12180</b> (1.41 visits/visit or)	<b>33216</b> (2.72 pages/visit )	<b>672118</b> (55.18 hits/visit)	<b>5.31 GB</b> (456.88 KB/visit)
Traffic not viewed *			<b>17883</b>	<b>19029</b>	<b>63.53 MB</b>

\* Not viewed traffic includes traffic generated by robots, worms, or replies with special HTTP status codes.

### September, 2007

With 3 days left (or 10%) in the month...

#### Summary

**Reported period** Month Sep 2007

**First visit** 01 Sep 2007 - 00:14

**Last visit** 27 Sep 2007 - 23:51

	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Traffic viewed *	<b>11719</b>	<b>16143</b> (1.37 visits/visit or)	<b>79532</b> (4.92 pages/visit )	<b>898466</b> (55.65 hits/visit)	<b>8.66 GB</b> (562.21 KB/visit)
Traffic not viewed *			<b>24163</b>	<b>35888</b>	<b>179.62 MB</b>

\* Not viewed traffic includes traffic generated by robots, worms, or replies with special HTTP status codes.

## Links From Engines:

**September, 2006**

Links from an Internet Search Engine				
16 different referring search engines	Pages	Percent	Hits	Percent
Google	3452	77.90%	3727	78.30%
Yahoo	619	13.90%	619	13%
MSN	189	4.20%	189	3.90%
Unknown search engines	92	2%	92	1.90%
Google (Images)	15	0.30%	24	0.50%
Dogpile	14	0.30%	14	0.20%
Ask Jeeves	11	0.20%	11	0.20%
Netscape	11	0.20%	11	0.20%
AltaVista	10	0.20%	56	1.10%
Excite	4	0%	4	0%
DMOZ	2	0%	2	0%
Earth Link	2	0%	2	0%
Mamma	2	0%	2	0%
InfoSpace	2	0%	2	0%
MetaCrawler (Metamoteur)	1	0%	1	0%
A9.com	1	0%	1	0%
Total	4427		4757	

**September, 2007**

Links from an Internet Search Engine				
15 different referring search engines	Pages	Percent	Hits	Percent
Google	6763	63.30%	6834	58.10%
Google (Images)	2105	19.70%	3102	26.40%
Yahoo	833	7.80%	833	7%
Unknown search engines	442	4.10%	442	3.70%
MSN	336	3.10%	337	2.80%
AOL	106	0.90%	106	0.90%
Ask Jeeves	28	0.20%	28	0.20%
Dogpile	21	0.10%	21	0.10%
InfoSpace	10	0%	10	0%
AltaVista	10	0%	10	0%
Earth Link	7	0%	7	0%
Excite	5	0%	5	0%
Netscape	5	0%	5	0%
AllTheWeb	2	0%	2	0%
Search.com	2	0%	2	0%
Total	10675		11744	